



## COLLEGE OF BUSINESS ADMINISTRATION

# Bachelor of Science in Business Administration

*Developing Future-Ready Leaders for Sustainable Business*

### Program Objectives

1. Provide students with a broad understanding of core business concepts across various disciplines, such as management, human resources, finance, and accounting.
2. Cultivate students' abilities to analyze business problems, assess various solutions, and make informed decisions
3. Foster a strong ethical foundation in business practices, emphasizing corporate social responsibility and ethical decision-making.
4. Encourage collaborative skills and the ability to work effectively in diverse teams.
5. Expose students to global business practices, encouraging an understanding of different cultural and economic environments.
6. Prepare students for a constantly changing business environment, emphasizing the importance of lifelong learning.

### Program Learning Outcomes

#### Core

Upon completion of the program, graduates will be able to:

1. Demonstrate advanced knowledge of business theories, practices and emerging trends in applied contexts.
2. Apply effective communication, collaborative and leadership skills in diverse organizational settings.
3. Analyze complex business problems using quantitative and qualitative approaches to generate evidence-based solutions.
4. Evaluate strategic alternatives and managerial decisions by integrating legal frameworks, ethical standards and responsible governance.

#### Management:

5. Assess organizational strategies and competitive positions to enhance long-term performance and value creation.
6. Formulate entrepreneurial initiatives and scalable business solutions aligned with emerging market trends.

#### Human Resource Management:

5. Recommend evidence-based talent management strategies that strengthen professional development, digital competencies, and lifelong employability.
6. Formulate strategic human resource policies that support organizational performance and workforce sustainability.

#### Industrial Management:

5. Evaluate industrial processes with a focus on enhancing efficiency, reducing waste, and maximizing productivity.
6. Solve real-world problems using optimization techniques and mathematical modeling.



### **Digital Supply Chain Management**

5. Evaluate digital technologies, data-driven decision tools, and supply chain strategies to enhance operational efficiency, sustainability, and organizational competitiveness in complex business environments
6. Design innovative and sustainable supply chain solutions by integrating digital transformation technologies, strategic operations planning, and responsible resource management..

### **Tourism and Event Management**

5. Evaluate tourism destinations and event management practices to support sustainable and effective decision-making.
6. Design tourism or event management strategies that incorporate sustainability, digital technologies, and innovative business practices

### **Graduates will be prepared for roles such as:**

- Management and Enterprise: Business Manager, Management Consultant, Entrepreneur, Project Coordinator
- People and Organizations: HR Specialist, Talent Development Officer, Workforce Planning Analyst
- Tourism and Events: Destination Officer, Event Manager, Tourism Development Specialist
- Operations and Supply Chain: Supply Chain Analyst, Operations Planner, Logistics Coordinator
- Industrial Management: Production Planner, Process Improvement Analyst, Operations Supervisor

### **Unique Program Features**

- Contemporary and market-aligned core topics including Business Analytics, Business Intelligence and AI, and Sustainable Business Practices.
- Five market-aligned concentrations spanning management, people, tourism, supply chains, and industrial operations.
- Practical experience and projects, including internship, graduation project, and professional certification training.
- Cross-disciplinary minors in Entrepreneurship and Corporate Sustainability.

### **Why Choose This Program?**

- Future-ready curriculum: Combines business fundamentals with analytics, AI and sustainability.
- Choice and depth: Five concentrations support diverse professional ambitions.
- Practice and credentials: Internship, projects and certification training strengthen employability.
- Cross-disciplinary learning: Minors broaden entrepreneurial and sustainability expertise.