

# **BBA** (Top-Up Degree)

## ***BACHELOR OF BUSINESS ADMINISTRATION***



Accredited  
and  
UGC Approved

**ALDERSGATE  
COLLEGE**

## PROGRAM DESCRIPTION

The Bachelor of Business Administration (BBA) program prepares students for executive career in business and other organizations. The BBA degree is many a times referred to as the golden passport, since it gives its holder an edge in the job market by opening more doors of opportunity. The Degree helps the graduate to fulfill potential to high earnings, increase responsibility, and greater personal development. The present decade has been labeled as the era of business, business administration & Business Graduate.

The BBA Program aims at developing student's intellectual ability, Executive personality and managerial skill through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise.

## PROGRAM GOALS

The Bachelor of Business Administration (BBA) degree program will allow students to:

- Be prepared for position of leadership and responsibility in business and industry, governmental, not for profit organization.
- Acquire the knowledge and skills necessary to understand and function effectively in a business and administrative organization.
- Familiarize with the fundamental bodies of theoretical and applied knowledge of business.

## ADMISSIONS REQUIREMENTS

- **Pre-Education.** The University requires evidence of an earned higher school diploma or a GED and the recommend successful completion of an earned Associate Degree or equivalent, or completed at least two years of college. All degrees must be earned at an appropriately accredited institution or foreign equivalent.
- **Maximum Credit Awarded:** Transfer Credit (TRC): 90 credits  
Standardized Exam Credit (SEC): 90 credits  
Challenge Exam Credit (CEC): 90 credits

## GRADUATION REQUIREMENTS

- Student must complete 120 semester units of prescribed curriculum.
- Satisfactory completion of all required course work with a cumulative G.P.A. of 2.0 on a 4.0 scale.
- Students must apply for graduation and meet all academic and financial requirements.

## ADMISSIONS PORTFOLIO (AP) ITEMS

ALL APPLICANTS MUST HAVE THE FOLLOWING.

1. Application for Admissions
2. Photo Headshot
3. Academic Credentials (Official Transcripts and/or Foreign Credential Evaluations)
4. Personal Statement
5. Resume

Code	Course Title	Units
FIN 11	Money and Banking	3
MGT 162	Business Strategy and Policy	3
MGT 160	Business Ethics	3
Law167	Business Law	3
MGT158	Introduction to International Business	3
Philo12	Critical Thinking	3
Mgt172	Organizational Theory and Behavior	3
IT11	Information Management	3
MGT165	Project Management	3
MGT152	Consumer Behavior	3
MGT192	Business Feasibility Project	6

## ATTENDANCE REQUIREMENTS

Please make every attempt to be in class during all sessions. Regular and punctual attendance, as well as active student participation, is an important part of a student's education. Students may not miss more than 75% of class sessions. Three (3) consecutive absences require formal notice.

## MODULES

### **FIN 11 Money and Banking**

This course addresses classical and contemporary issues in the theory of money, banking, and financial institutions. The course will focus on money creation process, to endogenous money versus exogenous money, and to the ability of the Federal Reserve to stabilize the economy.

### **MGT 162 Business Strategy and Policy**

This course focuses on giving students the opportunity to develop and apply the theories, tools, and concepts they have accumulated throughout the program. Emphasis will be on problem-solving and decision-making.

### **MGT 160 Business Ethics**

This course confronts a number of morally and legally thorny issues that arise on both a domestic and international scale. It will present arguments raised by partisans of conflicting viewpoints, sorting out the competing interests that motivate them.

### **Law167 Business Law**

This course introduces students to the legal concepts that influence business relationships, decisions, and practices. Topics covered are contracts, property rights, torts, financial transactions, and business related crimes.

### **MGT158 Introduction to International Business**

This course introduces the concept of international business as a system and the theories which underlie it; institutions which are visual evidences of it; production, marketing, financial, legal and other subsystems which comprise the total system. It also examines national governmental and international institutional controls and constraints, which impact the environment in which the system operates.

### **Philo12 Critical Thinking**

This course introduces the student to critical thinking and argumentation. It involves getting ideas, using sources, evaluating kinds of evidence, and organizing material. There is an emphasis on contemporary arguments.

### **Mgt172 Organizational Theory and Behavior**

This course is an introduction to individual and group processes involved in management-employee relationships, leadership, group dynamics, management, communications, motivation, culture, and conflict resolution. Modern topics of participatory management, emotional intelligence, organizational change, and theories of leadership will be explored.

### **IT11 Information Management**

This course is a historical and practical introduction to computer and network terminology, applications, and concepts. Students will be exposed to a variety of tools available to find and access information on the Internet, to exchange information between computers, and to perform basic web design. Students will explore applications (such as browsers and spreadsheets) as well as different computing environments (such as Windows and UNIX).

### **MGT165 Project Management**

This course examines project management roles and environments, the project life cycle and various techniques of work planning, and control and evaluation to achieve project objectives. The tools currently available to project managers are discussed throughout this course.

### **MGT152 Consumer Behavior**

This course introduces a wide range of behavioral concepts, and explores the strategic implications of customer behavior for marketers. The course challenges students to explore the realities and implications of buyer behavior in traditional and e-commerce markets.

### **MGT192 Business Feasibility Project**

The student will begin the project, which demonstrates the students' ability to design and conduct research on a management or organizational problem. The emphasis is on a problem-solving approach to a business or management problem.

## ACCREDITATIONS & LISTINGS



The Commission on Higher Education (CHED) is the governing body covering both public and private higher education institutions as well as degree-granting programs in all tertiary educational institutions in the Philippines



With 775 Methodist educational institutions around the world, the vision of IAMSCU is to develop a dynamic, worldwide network of member institutions, resulting in effective inter-institutional cooperation and collaboration to prepare a new generation of Christian leaders.



ACSCU-AAI is the official accrediting body which evaluates all Christian (non-Catholic) higher education institutions (HEIs) in the Philippines.



BELMAS is an educational charity which aims to provide a distinctive, independent and critical voice in the pursuit of quality education through effective leadership and management. Membership is open to anyone interested in research and practice of educational leadership and management, whether they are a working academic or a practitioner in school, college or university.



The Federation of Accrediting Agencies of the Philippines was established in 1977 and is authorized by the Philippine Commission on Higher Education (CHED) to certify the quality levels of accredited programs at the tertiary level, for the purpose of granting progressive deregulation and other benefits



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CCTT was originally incorporated on September 1, 1973 as the Canadian Council of Engineering Technicians and Technologists (CCETT). The CCTT was subsequently issued supplementary letters patent in April 1986. CCTT is a national body that represents the interests of all applied science and engineering technology students and graduates. Where the provinces are responsible for an individual's certification, CCTT is responsible for accrediting the programs that train technicians and technologists in Canada.



The Philippine Software Industry Association promotes the growth and global competitiveness of the Philippine software industry.



NICP is the recognized national organization of ICT Councils in the Philippines. Our organization serves as the venue for collaboration and sharing of best practices for our member organizations. Through the years, our organization has served as the unified voice for the Philippine Information and Communications Technology (ICT) Sector. We work tirelessly to promote ICT all throughout the country and support each of the councils endeavors in order to help strengthen the ICT in their areas and create more jobs for the Filipinos.



IAU founded in 1950, is the UNESCO-based worldwide association of higher education accredited institutions. It brings together institutions and organizations from some 120 countries.



OPAL is to support open educational practice. This will lead to greater effectiveness of teaching and learning by enhancing the quantity and quality of open educational resources that can be incorporated into higher education and further education provision.



### Aldersgate College

#### Aldersgate College/University,

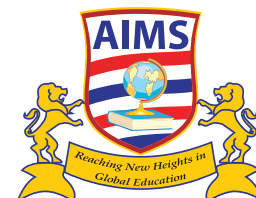
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### AIMS College

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