



EUROPEAN
INTERNATIONAL
UNIVERSITY

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BACHELOR of BUSINESS ADMINISTRATION in INTERNATIONAL BUSINESS MANAGEMENT

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



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**European
Council for
Business
Education**

ATHEA

ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION



**BUSINESS
GRADUATES
ASSOCIATION**

MEMBER



RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as INTERNATIONALLY ACCREDITED by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

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INFO@EIU.AC



+33188320435

PROGRAMME OVERVIEW

A **Bachelor of Business Administration (B.B.A) in International Business Management** will allow learners to encompass various corporate and commercial activities across international borders. This major will give the learner a meaningful insight and understanding into the effects of cross-national activities such as the importance of contractual agreements, international risk mitigation, international logistics, and how to deal with international operations and activities.

LEARNING OUTCOMES

- Differentiate between financial statements
- Create a budget for an individual or company
- Choose a hedging plan for the betterment of a company's investment
- Evaluate the efficiency of a tech application or program
- Identify important financial markets and institution terms
- Create a risk mitigation plan
- Assess corporate financial statements
- Link business strategies and theories to real life application

MODULES COVERED

1. ACC130: Accounting Principles I
2. ACT210: Accounting Principles II
3. BUS110: Business Communication
4. BUS140: E-Commerce
5. BUS230: Entrepreneurship
6. BUS240: Sustainable Business Practices
7. ECO150: Principles of Economics
8. FIN160: Principles of Finance
9. FIN250: Financial Report
10. HRM180: Human Resource Management
11. MGT120: Management Business
12. MGT220: Operations Management
13. MGT260: Logistics and Supply Chain Management
14. MGT280: Business Information Management
15. MKT170: Principles of Marketing
16. MKT270: Cross-Cultural Marketing
17. IBM310 International Business Management
18. IBM320 Managing International Workforce
19. IBM330 International Business Environment
20. IBM340 International Economics
21. IBM350 International Marketing
22. IBM360 Import and Export Management
23. IBM370 International Trade and Contemporary Issues
24. IBM380 International Business Management Capstone Project

TUITION FEE

€999.00

DURATION

3-4 YEARS

SAMPLE AWARD



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12th Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

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