

BUSINESS SCHOOL

AACSB

Business
Education
Alliance

Member

BACHELOR OF BUSINESS ADMINISTRATION

BBA

100% English Track



EVER DREAMED OF BECOMING AN IMPORTANT PART OF THE MANAGING TEAM IN A LOCAL FIRM OR A MULTINATIONAL CORPORATION IN MOROCCO, EU, MIDDLE EAST OR NAFTA?

PRESENTATION

The UIC BBA is an intensive program spread over a three-year program during where students learn the basic concepts of management, business studies and best business practices. The main topics include accounting principles, business economics, business law, financial management, computer fundamentals, and marketing.

Students who seek career in business and corporate job market treat BBA as their first step towards higher education in management. BBA courses offer an opportunity to acquire professional skills in the early stage of their career as a management professional. This track offers a deep understanding and development of important business skills such as leadership, communication skills, critical thinking, and decision-making in addition to all specialties embedded in the chosen majors.

WHY CHOOSING UIC BBA?

Not only it is the most coveted degree in the world before access to MBAs, It's also the gateway for you to the best personal and professional development. In addition to being in a Business Class apart in Morocco, this new course developed in consultation and affiliation with University of Cincinnati and under the auspices of their educational quality control agency comes with several privileges:

- Courses entirely in English;
- An innovative program focusing on Softskills and contemporary management tools;
- Access to language supports to improve your corporate communication skills;
- Intercultural stays (Summer Programs) for immersion in Cincinnati (Ohio, USA) based on University of CINCINNATI's quota and conditions;
- Internships in firms and multinationals;
- International internships in Cincinnati according to selection criteria and availability;
- A certificate of affiliation by the University of Cincinnati to the BBA graduates once the degree is delivered by the moroccan Ministry of Higher Education;
- The opportunity to continue your studies in North America, Europe or the Middle East or to prepare a Master's degree.

University of
CINCINNATI



ADMISSION PROCESS

The applicant must have completed the high school degree that is recognized by Morocco's Ministry of Higher Education; from a state recognized and authorized academic institution including public and private entities in MENA, UE, Canada and Africa.

1. English test

Evidence of English Proficiency Undergraduate applicants require one of the following exams as proof of English proficiency :

- 1 - UIC's Language Proficiency Test: minimum level of CEFR B2.1 for Speaking, Listening, Reading, and Writing.
- 2 - TOEFL score of > 60 or higher (TOEFL iBT); all sub-scores must meet a minimum level of 15.
- 3 - IELTS score of > 5.5 of higher. Speaking and listening: 5.5 or higher, Reading and Writing: 5.0 or higher.

2. Screening test

The interview, conducted in English, focuses on interpersonal skills, motivation, fluency of expression and the capacity to meet the academic requirements.

EMPLOYEMENT OPPORTUNITIES

People with a business administration undergraduate degree are prepared to hold entry-level positions in both the public and private sectors. Depending on the major, an individual might work as:

- Human Resources Specialist
- Jr. Financial Analyst
- Accountant
- Operations Specialist
- Financial Controller
- Business Developer
- Marketing Coordinator
- Communication Coordinator
- Sales Specialist
- Research and Development Manager
- Administration Specialist
- Information Systems Manager

PROGRAM

-Year 1 covers all you need to know about management science fundamentals in an engaging academic environment. You will study core business topics and learn all the key concepts necessary to harness your business acumen.

-Year 2 opens the way to a broader understanding of today's business challenges facing small, medium and large companies locally and internationally. You will learn how to formulate, judge, and deal with the critical and disruptive issues facing local and global managers alike in an interdisciplinary, interactive and innovative manner.

-Year 3 strengthens the notions and concepts acquired in the first two years. At this stage of academic grooming, you will have the opportunity to develop your professional and business skills through an in-depth study and internship within leading firms to get you off the starting block in life and in business.

SEMESTRE	COURSE TITLE
S1	BUSINESS ORGANIZATION & SYSTEM
	INTRODUCTION TO LAW
	BUSINESS ACCOUNTING
	BUSINESS ECONOMICS (MICRO)
	BUSINESS MATHEMATICS
	DESCRIPTIVE STATISTICS AND DATA VISUALIZATION
	EFFECTIVE COMMUNICATION SKILLS I INFORMATION TECHNOLOGY
S2	PRINCIPLES OF MANAGEMENT
	PRINCIPLES OF MARKETING
	PRINCIPLES OF FINANCE
	BASICS OF COST ACCOUNTING
	BUSINESS STATISTICS
	FREE PROJECT
	ELECTIVE LANGUAGE (ARABIC FRENCH SPANISH) EFFECTIVE COMMUNICATION SKILLS II
S3	CORPORATE COMMUNICATION
	BUSINESS LAW
	HUMAN RESOURCE MANAGEMENT & ORGANIZATIONAL BEHAVIOR
	MANAGEMENT ACCOUNTING
	BUSINESS ECONOMIC (MACRO)
	I.T IN MANAGEMENT

SEMESTRE	COURSE TITLE
S4	PRODUCTION & OPERATIONS MANAGEMENT
	INDUSTRIAL RELATIONS & LABOUR LAWS
	BUSINESS TAXATION
	CONTEMPORARY BUSINESS THINKING
	LEADERSHIP AND ORGANIZATION MANAGEMENT
	MARKET ANALYSIS
S5	SUPPLY & CHAIN LOGISTICS
	ENTREPRENEURSHIP DEVELOPMENT
	MANAGEMENT INFORMATION SYSTEM
	RESEARCH METHODOLOGY (TOOLS & ANALYSIS)
	INTERNATIONAL STRATEGIES
CORPORATE COMMUNICATION II	
S6	INTERCULTURAL MANAGEMENT
	MANAGEMENT CONTROL SYSTEM
	E- COMMERCE
	PROFESSIONAL PROJECT AND INTERNSHIP: -COURSE (FRAMEWORK)
	-INTERNSHIP REPORT AND SUSTAINABILITY

