

BACHELOR / LICENCE IN BUSINESS ADMINISTRATION

Reconnu par l'État

● 3 ANS

● 6 SEM.

● CASABLANCA

BUILD A SOLID FOUNDATION IN BUSINESS
AND MANAGEMENT.





PRESENTATION

The Bachelor in Business Administration prepares future managers with strong competencies in management, finance, marketing, entrepreneurship, digital transformation, artificial intelligence and data-driven decision making. The program combines academic excellence with practical learning to meet the needs of national and international organizations.



OBJECTIVES

- Build a solid foundation in business and management.
- Develop leadership and entrepreneurial skills.
- Master finance, marketing, operations and international business.
- Integrate AI, digital transformation and business analytics into decision making.
- Prepare graduates for employment or postgraduate studies.



PROGRAM OVERVIEW

Semester 1

- Business Language Skills (English & French)
- Business Mathematics
- Economics for Managers
- Introduction to Business
- Introduction to Digital Marketing
- Principles of Accounting
- University Study Methodologies

Semester 2

- Business Language Skills (English & French)
- Business Law and Ethics
- Digital Culture
- Financial Management
- Human Resources Management
- Operations and Logistics
- Principles of Marketing

Semester 3

- Advanced Business Language Skills
- Business Analytics
- Consumer Behavior
- Corporate Finance
- International Business
- Organizational Psychology
- Strategic Management

Semester 4

- Advanced Business Language Skills
- Entrepreneurship and New Venture Creation
- AI for Business
- Innovation Management
- Personal Development & Leadership Skills
- Sustainable Business Practices

Semester 5

- Advanced Business Strategy
- Financial Technologies
- Global Marketing Strategies
- Data-Driven Decision Making
- Professional Development in Business Administration
- Advanced Business Language Skills
- Digital Skills

Semester 6

- Business Project Management
- Advanced Strategic Innovation Management
- Strategic Digital Transformation
- Advanced Financial Analysis and Decision Making
- Global Supply Chain Management
- Advanced Business Language Skills



CAREER OPPORTUNITIES

- Business Development Officer
- Marketing Executive
- Financial Analyst
- HR Officer
- Operations Coordinator
- Business Analyst
- Project Coordinator
- Entrepreneur
- Management Consultant (Junior)
- Supply Chain Coordinator
- Digital Transformation Officer

FURTHER STUDIES

- MBA
- Master's in Business Administration
- Marketing
- Finance
- Human Resource Management
- Supply Chain Management
- Business Analytics
- Artificial Intelligence for Business

