

BBA Curriculum and Credits
Spring 2016: January 2016 to April 2016

Campus: Singapore

Students on Year 1 Semester 2

Course Name	Credits
Microeconomics	3
Sustainability & Corporate Social Responsibility	3
Marketing	3
Business Oral Communication	3
Regional Research Project (RRP 1)	3

Campus: Dubai

Students on Year 2 Semester 4

Course Name	Credits
Financial Management	3
Decision Science	3
Research Methodology	3
Sociology and Business	3
Regional Research Project (RRP 2)	3

Campus: Sydney

Students on Year 3 Semester 6

Course Name	Credits
Business Law	3
Decision Making	3
Financial Markets	3
Investment Management	3
Working Capital Management	3
Buyer Behaviour	3
Retail Management	3
Industrial Marketing	3

Students on Year 4 Semester 8

Course Name	Credits
Commercial Banking	3
Risk Management	3
Action Learning Project (ALP)	4
Services Marketing	3
Sales and Distribution Management	3