



Bachelor's of Business Administration

SEVEN BUSINESS CONCENTRATIONS

ENHANCE YOUR KNOWLEDGE – BUILD YOUR SKILLS

1

GENERAL MANAGEMENT

Gain a well-rounded education in HR management, marketing principles, and technology management for a successful career in business.

SERVICE MANAGEMENT

Master the art of managing people, creating customer-centric services, and delivering exceptional experiences for success in service-oriented industries.

2

3

MARKETING MANAGEMENT

Develop expertise in strategic marketing, market research, and global marketing to excel in the dynamic and competitive marketing field.

FINANCIAL MANAGEMENT

Gain valuable insights into financial markets, risk management, and global finance for a rewarding career in the banking and finance industry.

4

5

SUSTAINABILITY AND ETHICS

Build a strong foundation in business ethics, social responsibility, and environmental management for a career that combines success with ethical decision-making.

INTERNATIONAL RELATIONS

Gain a comprehensive understanding of global politics, civil society, and international organizations to pursue a career in diplomacy, international cooperation, or global governance.

6

7

INTERNATIONAL BUSINESS

Deepen your understanding of global marketing, financial management, and environmental implications for a thriving international business career.