



BBA

BACHELOR OF BUSINESS ADMINISTRATION



Business School Lausanne

A LEADING INNOVATOR IN BUSINESS EDUCATION



**BACHELOR OF
BUSINESS ADMINISTRATION**
Business for the 21st Century

A FOCUSED AND ACCELERATED DEGREE DESIGNED TO HELP YOU SUCCEED

THE BSL DISTINCTION

At BSL we get to know you. We provide personalized service and engage you in the learning experience. We promise:

An international atmosphere — with more than 30 nationalities in our student body, you will have a fantastic opportunity to network and make friends for life.

A globally recognized degree — accredited by the Association of Collegiate Business Schools and Programs (ACBSP) in the United States and supported by the European Foundation for Management Development (EFMD) in Europe, you will earn a valued degree.

Interactive classes — given by a faculty of business practitioners with a proven track record of success, you will participate in small classes and will be enriched with real business knowledge.

Superior Swiss Quality — part of the Swiss Federation of Private Schools and with ISO 9001 certification, BSL is ranked 40th among “Top European Business Schools” in an employer choice based ratings system, implemented by QS (Quacquarelli Symonds Limited).

WHO’S THE BSL BBA FOR?

The BSL BBA is designed for students who look forward to a successful career in business as well as for those who wish to continue their education with a specialized master’s program in a business field.

“The classes and case studies are interesting, but the interaction in the classes is the best part. Through my BSL class, I now have friends from Morocco, Serbia, Holland and Russia”

— Carolina Casas Forga, (Spain) 2010 BBA



*“The BBA is well organized and I gain a lot during the classes
We give presentations and afterwards the professors critically
question us and provide examples and feedback based on
their working experience”*

– Robin Kamp, (Germany) 2010 BBA

PROGRAM CONTENT

BSL offers an accelerated BBA Program, designed for motivated and determined students wishing to join the business world as soon as possible. The BSL BBA degree is equivalent to a three-year European bachelor's degree. The program consists of 40 core business subjects, with each course requiring 40 hours of classroom time.

Some BBA Level Courses Include:

- ▶ *Business Communication I, II, III & IV*
- ▶ *Multicultural Management*
- ▶ *Managing a Business*
- ▶ *Macroeconomics & Microeconomics*
- ▶ *Computer Software & Database Management*
- ▶ *Organizational Behaviour*
- ▶ *Accounting I & II*
- ▶ *Global & Industrial Marketing*
- ▶ *Statistics & Decision Analysis*
- ▶ *Sociology & Ethics in Business*
- ▶ *Business Law*
- ▶ *Corporate Finance*
- ▶ *Global Environment*
- ▶ *Strategic & Operations Management*
- ▶ *Advertising and Promotion*
- ▶ *International Trade and Finance*
- ▶ *Strategies of Global Businesses*
- ▶ *Global Human Resource Development*
- ▶ *Entrepreneurship and Leadership*
- ▶ *Marketing Strategy*

PROGRAM LENGTH

The BSL BBA runs over 4 semesters, each with 2 terms. This accelerated program can be completed in 2 years by including summer terms. The entire taught program consists of 22 months of class work. Start Dates - September and February

CREDITS & COSTS

180 ECTS credits

Fee per semester: CHF 21'200.-- including books & material

WHAT YOU NEED TO APPLY:

- ▶ A high school degree, equivalent to the International Baccalaureate (IB).
US diplomas must be complemented with an SAT exam. (call us if you are not sure)
- ▶ IELTS: 6.0 or equivalent; TOEFL 80, TOEIC 800 (only one test necessary)
- ▶ CV & motivation letter & 2 letters of recommendation

WHEN TO APPLY:

Places in our program are limited and seats are attributed in order of applications received. We recommend applying at least 90 days prior to the program's start date, especially if you will require a study VISA.

ABOUT BSL

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. BSL's programs include BBA, Masters programs, Full-time and Flex Modular MBA, Executive MBA and DBA. BSL also provides MBA level Management Training Seminars for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.



CONTACT US

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