



EUROPEAN  
INTERNATIONAL  
UNIVERSITY

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# **BACHELOR of BUSINESS ADMINISTRATION in INTERNATIONAL BUSINESS MANAGEMENT**

**NATIONALLY AUTHORISED & INTERNATIONALLY ACCREDITED**



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**BUSINESS  
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**MEMBER**



## **RECOGNITION & ACCREDITATION**

The European International University (EIU) – Paris, is a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as INTERNATIONALLY ACCREDITED by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

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# PROGRAMME OVERVIEW

**Bachelor of Business Administration (B.B.A.) in International Business Management** will allow learners to encompass various corporate and commercial activities across international borders. This major will give the learner a meaningful insight and understanding into the effects of cross-national activities such as the importance of contractual agreements, international risk mitigation, international logistics, and how to deal with international operations and activities.

## LEARNING OUTCOMES

- Differentiate between financial statements.
- Create a budget for an individual or company.
- Choose a hedging plan for the betterment of a company's investment.
- Evaluate the efficiency of a tech application or programme.
- Identify important financial markets and institution terms.
- Create a risk mitigation plan.
- Assess corporate financial statements.
- Link business strategies and theories to real life application.

## MODULES COVERED

1. ACC130: Accounting Principles I
2. ACT210: Accounting Principles II
3. BUS110: Business Communication
4. BUS140: E-Commerce
5. BUS230: Entrepreneurship
6. BUS240: Sustainable Business Practices
7. ECO150: Principles of Economics
8. FIN160: Principles of Finance
9. FIN250: Financial Report
10. HRM180: Human Resource Management
11. MGT120: Management Business
12. MGT220: Operations Management
13. MGT260: Logistics and Supply Chain Management
14. MGT280: Business Information Management
15. MKT170: Principles of Marketing
16. MKT270: Cross-Cultural Marketing
17. IBM310: International Business Management
18. IBM320: Managing International Workforce
19. IBM330: International Business Environment
20. IBM340: International Economics
21. IBM350: International Marketing
22. IBM360: Import and Export Management
23. IBM370: International Trade and Contemporary Issues
24. IBM380: International Business Management Capstone Project

## TUITION FEE

**€2,499.00**

## DURATION

**UP TO 3 YEARS**

## SAMPLE AWARD



EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12<sup>th</sup> Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

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