

# BUSINESS SCHOOL

AACSB

Business  
Education  
Alliance  
Member

## BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS

### BBA

100% English Track



**EVER DREAMED OF BECOMING AN IMPORTANT PART OF THE MANAGING TEAM IN A LOCAL FIRM OR A MULTINATIONAL CORPORATION IN MOROCCO, EU, MIDDLE EAST OR NAFTA?**

### PRESENTATION

The BBA is an intensive program that teaches the basic concepts of management, business studies and best business practices. The main topics include accounting principles, business economics, business law, financial management, computer fundamentals, and marketing.

The BBA offers an opportunity to develop professional abilities early in one's career. The curriculum is effective at enhancing one's professional and personal abilities in international business through a thorough understanding of crucial business abilities like leadership, communication, critical thinking, and decision-making.

### WHY CHOOSING UIC BBA?

The BBA is the most sought-after undergraduate business degree before admission to MBA and Master's programs. Courses have been developed in consultation and affiliation with the University of Cincinnati and under the supervision of an organization that oversees educational standards and quality.

- Courses entirely in English
- Degree and qualifications that are recognized by employers and academics worldwide.
- Affiliation with the University of Cincinnati, a premier research university in Cincinnati, Ohio USA.
- Intercultural stays (summer program) and international internships in Cincinnati, according to selection criteria and availability.
- Certificate of affiliation by the University of Cincinnati, upon delivery of the degree by the Moroccan Ministry of Education.
- Opportunities to continue your studies in North America, Europe and the Middle East; or to prepare a Master's degree.

University of  
**CINCINNATI**



### ADMISSION PROCESS

The Bachelor of Business Administration program is accessible to students who have earned a high school degree that is recognized by the Moroccan Ministry of Education, from a state recognized and authorized local or international institution, including public and private entities.

There are two main tests: the first one (A) measures the linguistic proficiency skills and the second (B) identifies the student's capacity to enroll in the selected program:

#### (A) Evidence of English Proficiency

Applicants require one of the following exams as proof of English proficiency:

UIC's Language Proficiency Test: minimum level of CEFR B2.1 for Speaking, Listening, Reading, and Writing.

TOEFL score of > 60 or higher (TOEFL iBT); all sub-scores must meet a minimum level of 152.

IELTS score of > 5.5 of higher. Speaking and listening: 5.5 or higher, Reading and Writing: 5.0 or higher

## EMPLOYEMENT OPPORTUNITIES

level positions in -a business administration degree are prepared to hold entry Graduates with both public and private sectors, and might work as :

- Human Resource Specialist
- Jr. Financial Analyst
- Accountant
- Operations Specialist
- Financial Controller
- Business Developer
- Marketing Coordinator
- Communication Coordinator
- Sales Specialist
- Research and Development Manager
- Administration Specialist
- Information Systems Manager

## PROGRAM

**Year 1** covers management science fundamentals in an engaging academic environment. You will study core business topics and learn all the key concepts necessary for a career in business.

**Year 2** opens the way to a broader understanding of today's business challenges facing small, medium, and large companies. You will learn to formulate, judge, and solve challenging business problems in an interdisciplinary, interactive, and innovative way.

**Year 3** strengthens the notions and concepts acquired in the first two years. At this stage, you will have the opportunity to develop professional and business skills through an in-depth study of specific business disciplines, and complete an applied internship, to begin your business career.

SEMESTRE	COURSE TITLE
S1	INTRODUCTION TO LAW
	BUSINESS ACCOUNTING I
	BUSINESS ECONOMICS (MICRO)
	BUSINESS ORGANIZATION & SYSTEM
	DESCRIPTIVE STATISTICS
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
	UNIVERSITY STUDY SKILLS METHODOLOGY (MTU)
S2	PRINCIPLES OF MANAGEMENT
	PRINCIPLES OF MARKETING
	HUMAN RESOURCE MANAGEMENT & ORGANIZATIONAL BEHAVIOR
	BUSINESS ACCOUNTING II
	BUSINESS STATISTICS & APPLIED DECISION MAKING
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
S3	DIGITAL CULTURE: IT FUNDAMENTALS
	BUSINESS LAW
	PRINCIPLES OF FINANCE
	BASICS OF COST ACCOUNTING
	BUSINESS ECONOMIC (MACRO)
	LEADERSHIP & ORGANIZATIONAL MANAGEMENT
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
	CULTURE & ART SKILLS

SEMESTRE	COURSE TITLE
S4	PRODUCTION & OPERATIONS MANAGEMENT
	INDUSTRIAL RELATIONS AND LABOUR LAWS
	MANAGEMENT CONTROL SYSTEM
	MARKET ANALYSIS
	CONTEMPORARY BUSINESS THINKING
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
	PERSONNEL DEVELOPMENT
S5	SUPPLY CHAIN & LOGISTICS
	ENTREPRENEURSHIP DEVELOPMENT, CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY
	INTERNATIONAL STRATEGIES
	BUSINESS TAXATION
	INTEGRATED BUSINESS SIMULATION
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
	DIGITAL SKILLS II: ADVANCED EXCEL
S6	INTERCULTURAL MANAGEMENT
	STRATEGIC MARKETING & E-COMMERCE
	PROFESSIONAL PROJECT/INTERNSHIP
	LANGUAGES & COMMUNICATION: ENGLISH, SPANISH
	LAW, CIVIC RESPONSIBILITY & CITIZENSHIP



**Université Internationale  
de Casablanca**

UNIVERSITÉ RECONNUE PAR L'ÉTAT



**www.uic.ac.ma**



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