



BACHELOR OF BUSINESS ADMINISTRATION



Presidential
GRADUATE SCHOOL



Affiliated to
WESTCLIFF
UNIVERSITY
California, USA | westcliff.edu



Accredited by
WISC
Senior College and
University Commission



BBA Philosophy

The Bachelor of Business Administration (BBA) stands out as one of the world's most sought-after business courses, seamlessly integrating academic rigor with real-life problem solving approaches. This integration ultimately equips BBA graduates with entrepreneurial know-how, positioning them to excel in the realms of business and management. The program's curriculum uniquely blends business and management theories with the practical challenges encountered in day-to-day business operations.

At this academic level, students undergo training that delves into fundamental business concepts. Simultaneously, they cultivate an awareness of ethically and socially responsible business practices. This comprehensive approach molds them into adept team leaders capable of navigating and contributing effectively in a dynamic business world.

BBA Overview

The Westcliff University-Bachelor of Business Administration (BBA) program, offered by the Presidential Graduate School, is a four-year, 120-credit program meticulously structured to cultivate middle-level managers and business leaders. It stands on par with existing courses in national curricula at universities in Nepal. However, this unique Westcliff University degree, conferred by Presidential, distinguishes itself as an international qualification adhering to global curriculum standards, thus ensuring international recognition while embracing local business and managerial values.

The program's transnational fusion, as envisioned by the School, yields human resources capable of meeting the demands of both domestic and global markets while fostering individual and professional growth. The Presidential BBA equips graduates for a

diverse array of managerial roles in both business and non-profit organizations, emphasizing crucial specializations aligned with market needs. Students develop fundamental and practical professional skills across all facets of business, enhancing their decision-making and problem-solving capacities. This undergraduate program also hones individuals' abilities to plan, organize, direct, and control the functions and processes of a firm and organization.

The curriculum encompasses comprehensive instruction in management theory, human-resource management and behavior, accounting, qualitative methods, purchasing and logistics, organization and production, as well as marketing and business decision-making. Noteworthy is the fact that this academic program provides students with a robust conceptual foundation and practical skills in various business areas.



BBA CONCENTRATIONS



BBA ENTREPRENEURSHIP

The BBA Entrepreneurship is designed to integrate fundamentals of organizing a small business, challenges of entrepreneurship, building the business plan, strategic planning, marketing, financial planning, execution, looking at regulatory environment and concepts of social entrepreneurship. The program aims to provide mentorship to incubate innovative business ideas from the students to successful entrepreneurial venture.

BBA MARKETING

The BBA Marketing is focused on the overall technical and professional preparation in the field of Marketing. With the combination of courses that focus on various aspects of marketing like advertising, sales, consumer behavior, pricing strategies and public relations, students get a platform that leads to next step in their careers.



BBA FINANCE

The BBA Finance is focused on the tools and techniques used in the world of finance. With the combination of courses that focus on various financial concepts from investment decision, corporate finance, financial institutions and market, financial derivatives and commercial bank management, students get a platform that leads to next step in their careers in financial sector.





1. Academic Excellence: Our BBA program ensures a quality education and robust foundational knowledge, maintaining high academic standards in pertinent domains.

2. Credibility and Recognition: Our degrees are widely recognized by employers, enhancing your job market appeal and career prospects. Additionally, our graduates have the opportunity to pursue higher education at top-ranked universities.

3. Expert Faculty: Learn from experienced faculty members who bring practical insights and academic expertise to the classroom.

4. Advanced Facilities and Resources: Access state-of-the-art facilities, libraries, e-libraries, and research resources through LIRN for an enriched learning experience.

5. Value-added Workshops and Training: Engage in co-curricular sessions to acquire supplementary skills and insights, equipping you for real-world challenges and expanding your career prospects in Management, Banking and Finance, Marketing,

Sales & Branding, Human Resources Management, Business Analysis, Project Management, Supply Chain and Operations Management, International Business, fostering an entrepreneurial mind-set, and beyond.

6. Extracurricular Activities: Participate in diverse activities for personal development, team building, event management, leadership, communication, problem-solving, time management, creativity, critical thinking, and overall well-roundedness.

7. Industry Connections: Benefit from extensive networking opportunities and exposure to real-world scenarios through our strong industry ties.

8. Networking Opportunities: Utilize our extensive alumni networks for internships, job opportunities, and professional development.

9. Entrepreneurship and Incubation Program: Take advantage of our entrepreneurship and incubation program to cultivate an entrepreneurial mind-set while enjoying the benefit of support and mentorship to turn your ideas into ventures.

Career prospects for BBA graduates:

1. Management Positions: Begin your career in various industries, such as retail, finance, hospitality, or consulting, as a management trainee or assistant manager. Additionally, lead and manage organizations, overseeing day-to-day operations and strategic planning.

2. Banking and Finance: Excel in financial roles, including investment banking, financial analysis, and risk management.

3. Marketing, Sales and Brand: Drive success in marketing, advertising, sales, and brand management.

4. Human Resources Management: Specialize in HR functions, managing recruitment, employee relations, and organizational development.

5. International Business: Navigate the global market through roles in international trade, market analysis, and global strategy.

6. Business Analysts: Analyze data, trends, and market conditions to provide insights for strategic decision-making.

7. Project Management: Oversee the planning, execution, and completion of projects within organizations, utilizing organizational skills and resource management expertise.

8. Supply Chain and Operations Management:

Manage the efficient flow of goods and services within organizations, optimizing processes and ensuring smooth operations.

9. Entrepreneurship: Start and manage your own business, applying business acumen for entrepreneurial success.



BBA Curriculum

S.N.	COURSE CODE	COURSE NAME	CREDIT HOURS
1	COM 101	Composition 1	3
2	COM 102	Composition 2	3
3	COM 206	Speech, Debate & Ethics	3
4	COM 207	Critical Thinking & Research	3
5	HUM 201	History of Social Movements	3
6	HUM 211/231	Exploring Cultural Landscape / Language, Culture & Power	3
7	MTH 115	College Algebra	3
8	MTH 120	Personal Finance	3
9	SBS 210	Psychology, Motivation and Decision Making	3
10	SCI 215	Creating a Sustainable World: Technology & Energy Solution	3
11	ACC 300	Principles of Accounting	3
12	BUS 300	Foundations of Business	3
13	BUS 306	Introduction to Business Law	3
14	MTH 300	Foundations of Statistics	3
15	ECO 300	Principles of Microeconomics	3
16	ECO 301	Principles of Macroeconomics	3
17	ENG 315	Business Communication	3
18	ENT 300	Essentials of Entrepreneurship	3
19	FIN 300	Essentials of Corporate Finance	3
20	LDR 300	Introduction to Leadership	3
21	LDR 303	Foundations in Operations Management	3
22	MGT 300	Fundamentals of Decision Making	3
23	MGT 301	Introduction to Sales Management	3
24	MKT 300	Principles of Marketing	3
25	MKT 301	The Necessities of International Marketing & Culture	3
26	MKT 302	Principles of Advertising	3
27	ORG 300	Introduction to Organizational Behavior	3
28	RES 300	Introduction to Business Research	3
29	TECH 310	Management of Information Systems	3
30	SPS 220	Introduction to political Economy	3

BBA Curriculum

S.N.	COURSE CODE	COURSE NAME	CREDITS HOURS
31	ACC 301	Principles of Managerial Accounting	3
32	HRM 400	Fundamentals of Human Resource Management	3
33	MGT 303	Online Business	3
34	PMP 300	Fundamentals of Project Management	3
35	CAP 400	Development of Business Strategy	3

CONCENTRATIONS

	COURSE CODE	COURSE NAME	CREDIT HOUR
Finance Concentration	FIN 400	Working Capital Management	3
	FIN 401	Financial Institutions and Market	3
	FIN 402	Corporate Financial Decisions	3
	FIN 403	Financial Derivative	3
	FIN 404	Investment Decisions	3
Entrepreneurship Concentration	ENT 401	Entrepreneurial Innovation Management	3
	ENT 402	Negotiation Theory and Skills for Entrepreneurs	3
	ENT 403	Feasibility Analysis for Sustainable Entrepreneurs	3
	ENT 404	New Product Development for Entrepreneurs	3
	ENT 405	Fundamentals of Entrepreneurial Finance	3
Marketing Concentration	MGT 402	Customer Relationship Management	3
	MKT 303	The Psychology of Consumer Behavior	3
	MKT 304	Principles of Branding	3
	MKT 403	Digital Marketing Strategy	3
	MKT 404	Integrated Marketing Communication	3





Undergraduate Programs

Undergraduate programs at Presidential Graduate School offered under the School of Business and School of Technology are **4 years, 120 credits** program with a wide range of concentration area to choose from. Detailed information on each program can be found in the college website www.presidential.edu.np.

FEE STRUCTURE

S.N.	PROGRAM	SCHOOL	UNI FEE	COLLEGE FEE	INTAKE	SCHOLARSHIP
1	BBA	School of Business	USD 2100	Nrs. 9,03,000	Spring Summer Fall	Available
2	BSc.IT	School of Technology	USD 2310	Nrs. 11,67,000	Spring Summer Fall	Available
3	MBA	School of Business	USD 1995	Nrs. 557,000	Spring Summer Fall	Available
4	MBA Data Analytics	School of Business	USD 1995	Nrs. 557,000	Spring Summer Fall	Available
5	MBA Information Technology	School of Business	USD 1995	Nrs. 557,000	Spring Summer Fall	Available
6	MScIT	School of Technology	USD 1995	Nrs. 5,24,000	Spring Summer Fall	Available

*Quoted fees are for the academic session – Spring, Summer and Fall 2024. Applicable government taxes will be charged in addition.





Presidential

GRADUATE SCHOOL

Programs We Offer :

BBA | MBA | MBA-IT | MBA-Data Analytics
MBA-Finance and Economics

BScIT | MScIT | BScIT in Cyber Security
BScIT in Software & Web Development

a Partner School of **Westcliff University**, California, USA

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