



Bachelors in Business Administration

Graduation Requirements

Students must complete 120 prescribed credit hours with a cumulative GPA of 2.0 or higher, including 60 credits of core business courses, 45 credits of foundation, general education and elective courses and 15 credits of concentration courses. In addition, a 60-day internship with report submission is required.

Eligibility

High school/+2/A-Level or equivalent degree in any discipline from a recognized board of Nepal or any other board across the globe recognized by the HSEB board of Nepal.

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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.

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's, 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's BBA equips graduates for various 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 behaviour, 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.

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BBA Concentrations



[BBA in Finance](#)



[BBA in Marketing](#)



[BBA in Entrepreneurship](#)

What you'll learn

The Bachelors of Business Administration (BBA) course at PGS encourages students to achieve the following academic and professional objectives:

- Differentiate and discuss the functional components of business – economics, marketing, accounting, finance, law, and management
- Demonstrate effective presentation of business analyses and recommendations through oral communication of conventions and forms appropriate to the intended audience
- Illustrate the value of diversity when developing a global perspective
- Employ a sense of ethics and values that can be applied in a personal and professional environment
- Analyze business problems through quantitative reasoning and methods by obtaining, evaluating, and interpreting the data
- Demonstrate effective presentation of business analyses and recommendations through written forms of communication appropriate to the intended audience
- Demonstrate the ability to recognize the need for information, be able to identify, locate, evaluate, share and apply the information effectively to facilitate problem-solving and decision-making
- Use independent, critical thinking, and reasoning skills to identify problems and apply problem-solving abilities
- Construct and apply aspects of team development and construct for the purpose of solving business problems and attaining organizational goals