



**EuroAmerican
Institute**

BACHELOR OF BUSINESS ADMINISTRATION

Think Big, Lead Boldly, Succeed Globally!



About EAI

The EuroAmerican Institute is committed to holistic growth and transformation, enabling students to explore new horizons and redefine what is possible. Our distinguished faculty nurtures students in an unparalleled learning environment, offering a broad array of programmes across graduate, master's, and doctoral levels. Whether you are a seasoned business professional seeking career advancement or a budding entrepreneur ready to carve out your niche, our comprehensive offerings cater to your needs.

EAI is committed to the following values and objectives in support of its mission.

- **Advocating Intellectual Inquiry**
- **Advocacy of Inquiry and Innovation**
- **Offering Tailored Student Support**
- **Nurturing Synergistic Learning Communities**
- **Developing a Synthesis of Global Educational Excellence**
- **Embracing Growth in Diversity**

Vision

EAI aspires to be a premier global leader in career-focused education, offering flexible and accessible learning Anytime-Anywhere through our online, hybrid, and offline platforms. We are dedicated to delivering affordable, cutting-edge, and accredited higher education, aligned with the latest industry trends and technological advancements. Our vision is to cultivate a dynamic learning environment that upholds the highest ethical and professional standards, equipping students to excel in an ever-evolving global workforce.

Mission

EAI mission is to provide affordable, high-quality education through online, hybrid, and offline modalities. As a diverse and inclusive higher education institution, we welcome students from all backgrounds and beliefs, offering a transformative educational experience. Our supportive academic and professional community empowers students to discover their unique talents and realise their personal and professional aspirations in a global context.



EAI Accreditation and European Framework



Malta Further & Higher Education Authority (MFHEA)



European Higher Education Area (EHEA)



Bologna Process



ENIC-NARIC Networks



European Commission



European and Worldwide Accreditations



World Education Services



About the Programme

EAI designed and developed the Bachelor of Business Administration to equip young professionals with the potential to thrive in the modern business environment. Our programme provides students with a comprehensive foundation in business knowledge and equips them with multidisciplinary skills that are crucial in today's business landscape. The Bachelor of Business Administration at EAI offers an excellent opportunity to engage with an immersive and interactive curriculum, preparing you with both fundamental and forward-thinking business concepts. Throughout the programme, students will engage with a range of courses, preparing them for the dynamic job market of the future across various sectors. Developing a robust skill set, alongside theoretical expertise, is the core goal of the programme. These competencies are key to thriving in the contemporary business environment.

Programme Highlights



Industry practitioners and expert academics



Comprehensive Curriculum & Practical Learning



Real-World Scenario-based Projects



Global Networking Opportunity



Scope for International Networking



Develop Versatile Industry-graded skills



Personalised Learning & Development



What will you learn?

- Principles of Management
- Business Economics
- Financial Accounting
- Marketing Management
- Organisational Behaviour
- Business Communication
- Human Resource Management
- Business Law and Ethics
- Entrepreneurship and Innovation
- Operations and Supply Chain Management
- Digital Marketing Basics
- Introduction to Strategic Management

Programme Outcomes

- Students will demonstrate their knowledge of business management principles.
- Students will exhibit strong civic engagement and good behaviour within their community.
- Students will maintain a high level of overall morale.
- Gain practical exposure to management theory.
- Discover the latest business and industry trends.



Why earn an online BBA?



Comprehensive Educational Spectrum

EAI offers a wide array of educational tracks, further allowing you to immerse yourself in diverse business areas. Students will develop holistic business acumen essential for leadership roles across numerous sectors.



Excellent Academic Standards

We commit to ensure that our quality and standards are reflected in the success stories of our students. Our expert faculty and our commitment to scholarly excellence gives you a substantial edge in the global job market.



Commitment to Ethical Business Practices

EAI champions the importance of ethical leadership and sustainable business strategies. Our BBA programme will equip you to drive positive change and become leaders capable of addressing ethical dilemmas in business with insight and responsibility.



Global Network and Reach

EAI boast international connections and collaborations, providing a platform for students to gain global business insights and networking opportunities. This track is vital for nurturing a global business perspective and to amplify your professional network.



Encouragement of Personalised Learning

Our BBA programme advocates individual research interests and personalised academic paths to empower students to align their studies with their career ambitions. We offer an environment conducive for cultivating leadership qualities tailored to your personal vision and professional goals.

Who is this programme for?

- **High School Graduates and Aspiring Professionals:** Individuals who have completed high school, particularly those with a background in business-related subjects, and those aiming to start careers in business management or entrepreneurship.
- **Career Switchers and Non-Business Graduates:** Professionals from non-business sectors (e.g., healthcare, IT, education) and graduates with non-business Level 6 degrees seeking to transition into business roles and gain essential business knowledge.
- **International Students Seeking EU Business Education:** Non-EU students interested in studying in the EU to gain a global business perspective and leverage the educational reputation of EU business schools.
- **Mid-Level Professionals Without Formal Business Education:** Individuals currently in administrative or mid-level positions who wish to formalise their business skills and advance to managerial roles.
- **Professionals Returning to the Workforce:** Those resuming their careers after a break who want to upskill or reskill in business administration to improve their employability and career prospects.
- **Broad-Based Business Education Seekers:** Students and professionals seeking a well-rounded business education that covers key areas such as finance, marketing, operations, and human resources.



The Curriculum

The Bachelor of Business Administration (BBA) programme delivers a broad-based curriculum that covers essential aspects of business management. The programme integrates core business disciplines with practical applications, ensuring students gain a comprehensive understanding of general business principles and practices.

MODULES COVERED

SEMESTER 1		
Module Ref. No.	Module Title	ECTS
BBA601	Leadership and People Management	6
BBA602	Essentials of IT	6
BBA603	Communication in Business	6
BBA604	Finance and Accounting	6
BBA605	Organisational Behaviour and Performance	6
SEM 1: TOTAL		30

SEMESTER 2		
Module Ref. No.	Module Title	ECTS
BBA606	Leading and Managing Teams	6
BBA607	Marketing for Managers	6
BBA608	Principles and Concepts of Strategy	6
BBA609	Supply Chain Management	6
BBA610	Macroeconomics	6
SEM 2: TOTAL		30
YEAR 1 - TOTAL		60

SEMESTER 3		
Module Ref. No.	Module Title	ECTS
BBA611	Operating in a Global Context	6
BBA612	Business Law for Managers	6
BBA613	Management Accounting and Decision Making	6
BBA614	Business Start-up; Conception to Market	6
BBA615	Digital Strategy of Business	6
SEM 3: TOTAL		30

SEMESTER 4

Module Ref. No.	Module Title	ECTS
BBA616	Academic Writing and Research Skills	6
BBA617	Operations Management	6
BBA618	Cost Accounting	6
BBA619	Sustainable Business Practices	6
BBA620	Management Accounting	6
SEM 4: TOTAL		30
YEAR 2 - TOTAL		60

SEMESTER 5

Module Ref. No.	Module Title	ECTS
BBA621	Strategic Human Resource Management	6
BBA622	Entrepreneurship development	6
BBA623	Corporate and business law	6
BBA624	Customer relationship management	6
BBA625	Quantitative Methods in a Business Context	6
SEM 5: TOTAL		30

SEMESTER 6

Module Ref. No.	Module Title	ECTS
BBA626	Environmental Management	6
BBA627	Business Operation	6
BBA628	Investment Banking	6
BBA629	Business Research Project	12
SEM 6: TOTAL		30
YEAR 3 - TOTAL		60
PROGRAMME TOTAL		180

Admission Process for EAI BBA

Admission to the EAI's BBA programme is simple and convenient by following an entirely online process. Our admission team evaluates every application and checks every candidate's past academic performance and future potential.

Apply Online & Complete Documentation

Enrol by filling out the online application. Enter accurate information- personal details, academic qualifications, experience, etc. Upload scanned copies of your- transcripts, experience certificates, etc. supporting the information you have provided in the application form.

Get Offer Letter

The admission panel will review your application, and you will receive email upon getting shortlisted.

Payment

Make payments for the admissions to the Bachelor of Business Administration programme and get started. You will receive your student's account details through email.



Academic Qualifications

To be eligible for admission to the first year of the BBA programme, applicants must meet one or more of the following criteria:

Matriculation Certificate (MQF Level 4)

Applicants should hold the Matriculation Certificate, which includes:

- Two subjects at Advanced Level and three subjects at Intermediate Level, with grades A, B, C, or D.
- Passes in English, Mathematics, and Maltese in the Secondary Education Certificate (SEC) examinations.

International Baccalaureate (IB) Diploma

A minimum of 34 points overall, including:

- Mathematics at a minimum score of 4 (Higher Level or Standard Level).
- One business-related subject (e.g., Economics, Business Management) at a minimum score of 4 (Higher Level or Standard Level).

GCSE/IGCSE and A-Level Combination

Applicants may present:

- Five GCSE/IGCSE "O" Levels with grades A, B, C, or D.
- Plus, three A-Level or AS-Level subjects with grades A, B, C, or D.

Advanced Placement (AP) Programme (USA)

A high school diploma with AP exams in relevant subjects, achieving a score of 3 or higher.

Equivalent International Qualifications

Other high school leaving certificates or equivalent qualifications that meet MQF Level 4 standards, with grades equivalent to A, B, C, or D in relevant subjects.

In some instances, applicants may also be eligible for exemptions as per the Recognition of Prior Learning (RPL) policy of the institute. Applicants who lack the normal admission requirements but possess relevant skills, experience, and subject knowledge might take advantage of alternative entry paths. The Admissions Committee will review applications from eligible students who are presently enrolled in other universities, applicants who have obtained a lower-level award, or applicants seeking admission through Recognition of Prior Learning (RPL).

Prior experience and learning will be considered in line with the provisions of the EuroAmerican Institute's RPL Policy.

The RPL Policy, which has already been approved by the MFHEA on July 25, 2024, is available for public viewing at <https://www.euroamerican.edu.mt/policies/rpl-policy.pdf>

Language Competence

Proficiency in English is essential for academic success in the programme. Applicants must provide evidence of English language competence through one or more of the following:

- English as a native language, or
- IELTS – Minimum score: 6.0, or
- TOEFL:
 - Minimum score: 213 (computer-based),
 - Minimum score: 79/80 (internet-based),
 - Minimum score: 550 (paper-based),
- Cambridge ESOL, Certificate in Advanced English (CAE) – Minimum score: C, or
- Duolingo – Minimum score: 110+, or
- Evidence of English as the language of instruction during previous formal studies, or
- Successful completion of an Internal English Level Test conducted by the EuroAmerican Institute.

Digital Competence

Applicants are expected to demonstrate a basic level of digital competence, which includes familiarity with:

- Computers and basic troubleshooting,
- The internet for research and communication,
- Common software applications such as word processing, spreadsheets, and presentation tools (e.g., Microsoft Word, Excel, PowerPoint, or their equivalents).





AGORA BUSINESS CENTRE LEVEL 2, TRIQ IL- WIED TA' L-IMSIDA,
MSIDA, MSD 9020, Malta.



info@euroamerican.edu.mt



www.euroamerican.edu.mt



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