



**CAPITAL  
UNIVERSITY  
COLLEGE**

For more information:

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 [www.capitalcollege.ae](http://www.capitalcollege.ae)



## ABOUT CAPITAL UNIVERSITY COLLEGE

Capital University College is the region's first Entrepreneurial University founded in 1998. Over the last 23 years, we have formed 4 international partnerships. These include North Wales Business School, Glyndwr University (UK), Westcliff University, USA, Rome Business School, Italy and a technical collaboration with London College of Arts, UK. With over 20 published courses and students flocking in from 42 countries, we offer Top-Ranked business, management and design programs.

## ABOUT WESTCLIFF UNIVERSITY

Westcliff University was established to provide quality education for students wishing to enter the expanding fields of Business and Education. Westcliff is accredited under the WASC Senior College and University Commission (WSCUC) ([www.wscuc.org](http://www.wscuc.org)) and In addition, Westcliff University's business administration degrees are globally accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Westcliff is comprised of a College of Business, College of Education, College of Technology & Engineering, and Western State College of Law. Westcliff University offers graduate and undergraduate certificates and degree programs intended to prepare students for immediate entry and advancement in their respective industries. Westcliff University offers full-time working students a chance to enroll in 100% online courses or take courses onsite at its campuses in beautiful Southern California.

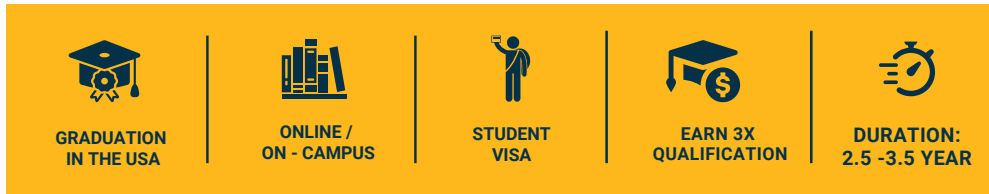
### MEMBERSHIPS

**PRME**

*an initiative of the  
United Nations Global Compact*



**WESTCLIFF  
UNIVERSITY**  
Educate. Inspire. Empower.



## PROGRAM INTRODUCTION

The Bachelor of Business Administration (BBA) degree prepares graduates to seek employment in industries such as management, accounting, human resources, marketing, business law, and finance. Students will learn core fundamental concepts and be prepared for real-world business challenges. The program empowers students to use relevant business knowledge, think critically, solve problems, communicate, and make decisions in an ethical and professional manner.



## QUALIFICATION

Upon successful completion, students will receive:

1. **Certified Business Manager** from **Qualifi, UK**
2. **Level 6 Diploma in Business** from **Qualifi, UK**
3. **BBA degree** from **Westcliff University, US**

## ACCREDITATION



## MODULES

### Phase 1

- Communications in Organisations
- Leadership and the Organisation
- Financial Awareness
- Managing Change
- Business Operations
- Developing Teams
- Responding to the Changing Business Environment
- Effective Decision Making
- Business Development
- Business Models and Growing Organisations
- Customer Management
- Risk Management and Organisations

### Phase 2

- Management Control
- Management of Sales force
- Strategic Marketing Management
- Business Law
- Research Project including Research Methods

### BBA (30 credits)

- Introduction to Business writing
- Foundation of Statistics
- Introduction to Organizational Behavior
- Essentials of Corporate Finance
- Introduction to Information System
- The necessities of International Marketing and culture
- Development of Business Strategy
- Concepts of Micro economics
- concepts of Macro Economics
- Principles of Advertising

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