



Kotler
Business
School

KBBA

KOTLER BACHELOR OF BUSINESS ADMINISTRATION





Welcome to the Kotler Business School. We equip you with the business acumen needed to excel in a rapidly evolving, technology-driven world. Companies and their leaders need to understand what drives their post pandemic customers. The school's objective is to provide you with the latest knowledge on core business and management topics. The school will review the major global trends in business and management, the future of marketing, and creative, sustainable leadership for a better world.

This school uses five commandments: inception, immersion, innovation, inspiration, and involvement. This school will add greatly to your knowledge and skills. You will benefit from the courses and discussions

Philip Kotler
Honorary Chairperson



Introducing our KBBA

The **Kotler Bachelor of Business Administration (KBBA)** program is designed for professionals seeking to deepen their understanding of core business concepts, theories, and real-world applications. The program focuses on and their application to real-world problems with tangible interaction and learning.

Through this approach, students learn to connect business concepts to the larger global society, with preparation for a clear career path within the field of business. They are provided a solid preparation to continue to graduate studies in business administration or related fields. The **KBBA is a streamlined 24-month program** designed to fast-track your return to the workforce with enhanced skills.

Global Virtual Campuses

Through partnerships with leading institutions, Kotler Impact offers a dedicated network of global virtual campuses, each a center of business excellence.

KBS campuses are strategically located in the Americas, Europe, the Middle East, Africa and Asia. KBS global network for doctoral, masters and bachelor programs are the world's largest and most immersive network, providing unparalleled access to a wide spectrum of educational and career prospects for future leaders



Benefits of KBBA

24 MONTHS PROGRAM

Incredible value and return on investment in a twenty four months program that gets you back into the workforce quickly.

FULLY-ONLINE

Our fully online KBBA program combines interactive learning with peer engagement, all accessible from anywhere in the world.

INTERNATIONAL GURUS

Learn from the most influential gurus around the world.

SELF-LEARNING

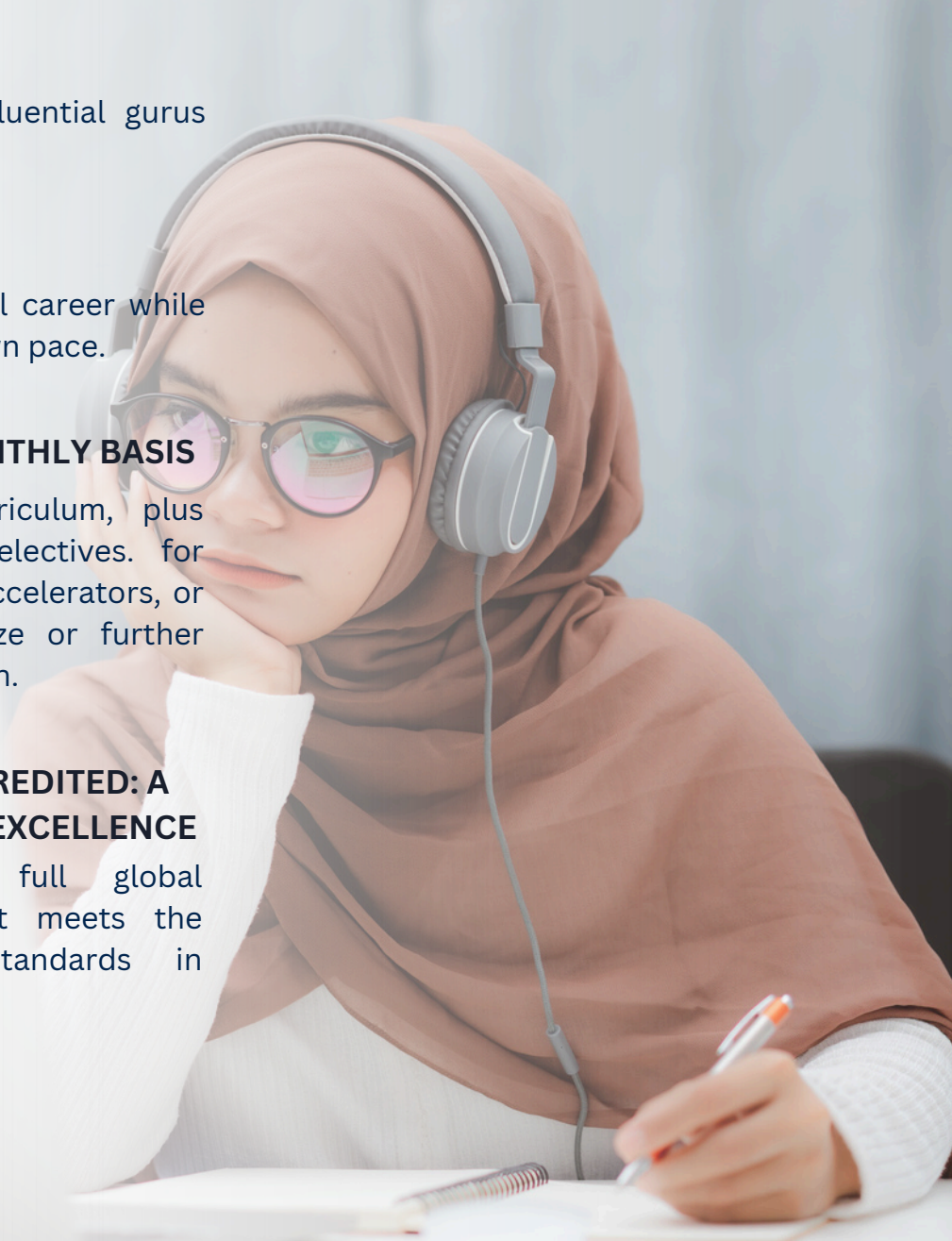
Maintain your professional career while completing **BBA** at your own pace.

COMMENCEMENT - MONTHLY BASIS

On-demand courses curriculum, plus opportunity to choose electives. for career switchers, career accelerators, or those looking to formalize or further develop business education.

INTERNATIONALLY ACCREDITED: A GLOBAL STANDARD OF EXCELLENCE

Our program boasts full global accreditation, ensuring it meets the highest international standards in education.



What does online learning mean?

We recognise the time pressure that working professionals face. That's why at Kotler Business School, we've designed a unique, **100% online BBA** qualification that provides all the educational support of on-campus learning coupled with the flexibility to fit your busy professional lifestyle.

You'll gain access to leading business education anytime, anywhere, on the device of your choice. That means no stressful time stuck in traffic jams, wondering if you're going to make a class. Just sign up, log on, and prepare for a world-class education.

At Kotler Business School, we are committed to making online learning as engaging and inspiring as on-campus study.

This is an outstanding business qualification built on digital flexibility.



Intuitive online learning experience



Interactive online sessions



Better work-life-study balance



Digital engagement with peers



Fit study around your lifestyle



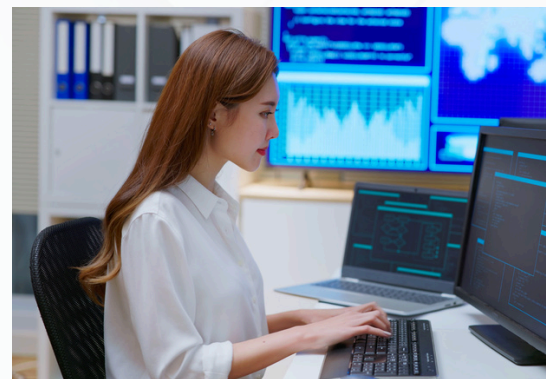
Comprehensive online support





Students completing this Bachelors pursue careers in:

- **Consultant**
- **Finance Manager**
- **Marketing Manager**
- **Operations Manager**
- **Healthcare Administrator**
- **Information Systems Manager**



Core Competencies and Learning Outcome:

KBBA bases of knowledge are intended to enhance student learning in the following areas: communication, ethical reasoning, analytical skills, information technology, global outlook, critical thinking, and understanding of synergy. Upon completion of the **KBBA** Program, graduates will:

- Graduates will exhibit enhanced professionalism, self-awareness, and leadership capabilities.
- Understand innovation issues and dilemmas that businesses often face.
- Apply knowledge and skills to solve business problems.
- Understand the concepts and trends of innovation and how IT can improve organizational performance.
- Demonstrate a global perspective and an awareness of how cultural differences impact businesses & possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.
- Possess the skills required to work and lead effectively in a team-based environment.
- Have a thorough understanding and appreciation for the importance of ethical decision-making.



Program Structure:

Our core curriculum covers essential areas to build a strong foundation in business management:

Core Course

1. Principles of Management
2. Business Mathematics
3. Office Application Software
4. Introduction to Financial Accounting
5. Principles of Marketing
6. Business Statistics
7. Microeconomics
8. Introduction to Finance
9. Human Resource Management
10. Macroeconomics
11. Organisational Behaviour
12. Operations Management
13. Business Law
14. Management Information System
15. International Business
16. Business Research Method
17. Strategic Management

Elective Subjects (Choose 4 only)

Choose from electives like Service Quality Management, Business Communication, Event Management, Record Management, or Project Management to tailor your degree to your career goals.

+ PARTNER UNIVERSITY COURSES

**Industrial Training or
Project Paper**

Concentration Areas (choose only 1)

1. Marketing and E-Commerce

- Marketing Management
- Integrated Marketing Communication
- Customer Relationship Management
- Internet Marketing
- Advertising and Direct Marketing
- Consumer Behaviour
- International Marketing
- Introduction to E-Commerce
- Intermediate to E-Commerce
- E-Advertising

2. Accounting and Finance

- Islamic Financial System
- Cost Accounting
- Corporate Finance
- Investment Analysis
- Financial Accounting and Reporting
- Management Accounting
- Auditing
- Principles of Taxation
- Financial Markets and Institutions
- International Finance

3. Business Information System*

- Fundamental Concepts of ICT
- Ethics and Law in ICT
- Information Systems Analysis and Design
- The Internet and World Wide Web (WWW)
- Data Warehousing
- Decision Support Systems
- Accounting Information System
- IS Audit and Control
- IS Strategic Planning
- IS Project Management



Entry Requirement

Diploma/Higher National Diploma/Associate Degree with a minimum of three years of relevant work experience may be considered.





Program tuition and Fees

Note that the average completion time for the **Kotler BBA** is two (2) Years. Fees below are based on the 2024-2025 fee framework and are subject to change.

2024/2025 TOTAL ACADEMIC FEE

Please contact our local partner

Financial aid &
SCHOLARSHIP
Programs
up to
100 %*

The Philip Kotler Award is designed for ambitious students with professional experience and financial need, helping you achieve your academic and career goals.

This prestigious scholarship is your ticket to academic success at the renowned KBS. Not only will you achieve your academic goals, but you'll also have the opportunity to impact your community and beyond positively.

Take advantage of this incredible opportunity – apply for the Philip Kotler Award today!

*based on terms and conditions of Award Community



BBA International Leadership and Impact Award

BBA International Leadership and Impact Award is presented to an incoming students enrolled in the Kotler Business School BBA Program. The recipient must demonstrate excellence professionally in their career and demonstrate financial need. The Award is open to International Students.



Invest in your future

Now is the time to invest in your future and develop the skills and experience to succeed in a changing business landscape.

**Ready to advance your career
with the KBBA?
Contact us today to start your
journey!**

Website

www.kbsglobal.org

Email

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info@kbsglobal.org

HQ Address

Kotler Business School
Global Hub, Atlanta, GA. USA.

