



SSM[®]
Swiss School of Management

BBA Program

ROME

#WeCreateLeaders

WHY THE **SSM BBA** PROGRAM?

During your business degree studies you'll develop a broad knowledge of business operations as well as targeted skills in your specific field, such as customer relationship management, markets, finance, operations, strategy, business policy, communications and IT and so much more...



BACHELOR **BUSINESS** **ADMINISTRATION**

INTERNATIONAL DIVERSITY

Teaching in a diverse classroom in a global economy means more than addressing issues of diversity or multiculturalism.

Students as well as professors must be aware of how we treat each other in the international context which you find at the Swiss School of Management.

This skill is applicable across disciplines and professions. They are important in all classes, whether the format is lecture, discussions, or team projects.

Our students come from all over the world!. We offer our participants an experience that prepares them to operate with ease, across borders and cultures.

WHO IS AN **SSM BBA STUDENT?**

Most participants are between 18-26 years old. Students seeking admission are hungry for an international experience, and seeking a practical and applicable learning solution.

The BBA Program

The Bachelor of Business Administration (BBA) is a full-time, 180 ECTS program that is divided into three years. Classes are lectured by qualified faculty with an international curriculum. Students also participate in internships, company visits and excursions, forums and symposia, guest speaker presentations/webinars, e-conferences and much more! We utilize an innovative approach to team-based learning with online tools, as we strongly believe that this approach reflects today's progressive workplace.

The Swiss School of Management's Bachelor of Business Administration is the program that will open the door to international career opportunities by preparing students for the world of global business



"I was offered two positions during my studies. I would recommend the BBA program at SSM to all seeking business education and looking for a great future."

– **Ricardo Gotthilf**

"I got employed even before I graduated. Now I'm in a career I love and couldn't be happier."

– **Joan Chemiron**

"SSM helped me become more competitive in the job market thanks to its international background and the skills that I acquired during my studies."

– **Alessandro Cianfrocca**

"I spent three wonderful years at SSM in Rome. Thank you SSM, for teaching me more than just business skills."

– **Masaharu J.K.**

The Benefits

PROFESSIONAL NETWORK

An international network in today's work world is key to success! Our network spans across continents and enables students to make connections all over the world. Our small class sizes facilitate an environment that creates lifelong connections where your peers as well as your professors will encourage, advocate, and foster your growth.

INTERNATIONAL STUDENT CONFERENCES

SSM students are encouraged to attend worldwide conferences held internationally among its partner universities and associations.

COMPANY VISITS

Students are required to participate in company visits organized by SSM. It is a unique opportunity for students to get a taste of the corporate world.

ACADEMIC CURRICULUM

FIRST YEAR

DIPLOMA IN BUSINESS ADMINISTRATION

- > Introduction to Business
- > Marketing
- > Introduction to Finance
- > Managerial Statistics
- > Communication Skills
- > Managing Information and Knowledge
- > Managing Accounting, Costing and Budgeting
- > Management
- > Mathematical Tools for Business
- > Commercial Correspondence
- > Economics
- > Foreign Language
- > Business Law
- > Leadership, Motivation and Group Dynamics.

SECOND YEAR

HIGHER DIPLOMA IN BUSINESS ADMINISTRATION

- > Advanced Accounting
- > Venture Capital and Private Equity
- > Management Information and Knowledge 2
- > Human Resource Management
- > Marketing 2
- > Money and Banking Business
- > Total Quality Management
- > International Economics
- > Information Systems
- > Sales Management
- > Principles of Finance
- > Intercultural Management
- > Organizational Behavior
- > Leadership and Change Management
- > Foreign Language

THIRD YEAR

BACHELOR DEGREE

For the third and final year, you can specialize with the following options:

- > Global Management
- > International Marketing Management
- > Entrepreneurship
- > Hospitality Management
- > Logistics Management
- > Accounting
- > Finance
- > Early Childhood
- > Education Management

You'll also have the option to go for a Dual Degree within the EU and USA.

BBA – PROGRAM

details

ENTRY CRITERIA

Students seeking admission into the BBA program must have completed their secondary education equivalent to:

- > Swiss Matura, German Abitur, French Baccalaureate, English 'A' levels or Italian Liceo.
- > International Baccalaureate, a US High School Diploma, or equivalent.
- > You need a sound command of English: spoken and written.

TUITION

- | | |
|----------------------------------|----------------------------|
| > Application fee | €200 non refundable |
| > Diploma (1st Year) | €7,850 |
| > Higher Diploma (2nd Year) | €8,850 |
| > Bachelor's Degree (Final Year) | € 10,000 |

APPLICATION PROCEDURES

1. Fill out the entire application form electronically
2. Save word document
3. Send to info@ssm.swiss

NOTE: Do not fill in by hand and scan. Hand written forms will not be accepted.



**Our BBA program helps students grow,
achieve and become leaders in life.**

ACCREDITED BY:



COLLABORATIONS:



visit our website ssm.swiss

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