

## Bachelor of Business Administration (Honours) (Top-up)

**Available in:** Cambodia, Indonesia, Mongolia, Thailand

**Intake:** January, April, July, October

**Website:** [www.Raffles-IAO.com](http://www.Raffles-IAO.com)

## 1-year Bachelor of Business Administration (Honours) (Top-up)

### Management Specialisation

- Business Mathematics
- Consumer Behaviour
- Ethics and Organisation
- Quantitative Methods
- Macroeconomics
- Managerial Accounting
- Leadership and Innovations
- Learn Six Sigma Management
- Cross Cultural Communication
- IT Management
- Total Quality Management
- Final Year Project 1
- Strategic Decision Making
- Entrepreneurship and Small Business
- Project Management
- Final Year Project 2

### Marketing Specialisation

- Business Mathematics
- Consumer Behaviour
- Ethics and Organisation
- Quantitative Methods
- Macroeconomics
- Managerial Accounting
- Leadership and Innovations
- Business-to-Business Marketing
- Service Marketing
- Final Year Project 1
- Applied Market Research
- Sales and Management
- E-Marketing Strategy
- Personal Selling
- Retail Marketing
- Final Year Project 2

Note: Curricula are subject to change.