



Alliance
International University



Program listings under the international program

For degree study areas not listed and subjects not listed students are requested to contact the International Program Director for available subjects and alternative study areas admin@aiuglobal.com

School of Business and Administration

Bachelor of Business Management and Administration (BBA)

For study areas or subjects not listed kindly contact the International Program Director.

First year

English I, English II, Literature of the Western World, World History, Logical Reasoning, Public Relations, Business Ethics, Business Psychology, College Algebra, Introduction to Hotel Industry,

Second year

Micro Economics, Macro Economics, Office Management, Principles of Management, Introduction to Accounting, Business Statistics, Finance, Computers and Information, Business Law, Leadership, Accounting Information Systems, Hospitality Supervision, Tourism and Hospitality Industry, Professional Career Development, Housekeeping Management, Revenue and Income Tax, Hospitality Services Management, Introduction to Systems Software, Fundamentals of Economics,

Third Year

Marketing Management, Human Resources Management, Small Business Management, Organizational Behavior, Project Management, Service Management, Business Forecasting, Banking, Investment Management, Strategic Management, Financial Accounting, Management Accounting, Corporate Finance, Management Information Systems, Decision Management, Financial Auditing, Human Resources Management, Human Resources Development, Cost Accounting, Organizational Behavior, Principles of Marketing, Principles of Resort Timesharing, Tourism Management, Event Management, Restaurant Management,

Fourth Year

E-Business Management, Sales Management, International Marketing, Consumer Management, Marketing research, Marketing Strategy, Advertising and Promotion, Financial Analysis, Risk and Insurance Management, Investment Analysis, Portfolio Analysis, Risk Management in Banking, Research Methods, Statistical Analysis, Financial Management, Concepts of Financial Reporting, Supply and Procurement Management, Catering Management, Meeting and Convention Management,