

## 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...

## INTERNATIONAL DIVERSITY

Teaching in the diverse classroom in a global economy means more than addressing issues of diversity or multi-culturalism. We must be aware of how we treat our students, of how our students treat us, and of how our students treat each other. These kinds of issues span disciplines and professions. They are important in all classes, whether the format is lecture, discussion or team projects. Each class, regardless of format or discipline, offers the opportunity to increase awareness of diversity and multi-cultural issues. Our students come from Europe, Asia, Africa and the Americas. We offer our participants an experience that prepares them to operate with ease, across borders and cultures.

## WHO THE SSM BBA IS DESIGNED FOR

Most participants are in the 18 to 26 age bracket. Students seeking admission to the undergraduate programs must have completed secondary education equivalent to a high school level. The student must have a sound command of the English language.

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

For more information, visit our website [www.ssmrome.com](http://www.ssmrome.com) or write to [info@ssmrome.com](mailto:info@ssmrome.com)



Swiss School of Management  
c/o University of Washington  
Rome Center

Piazza del Biscione, 95 - 00186  
Rome, Italy  
[info@ssmrome.com](mailto:info@ssmrome.com)  
[www.ssmrome.com](http://www.ssmrome.com)



### Quality Certified Program

The Undergraduate program of the Swiss School of Management was subject to the latest quality inspection of "EduQua" in June 2016 and was awarded certification.



**SSM**  
Swiss School of Management

Set yourself up for success with the **BBA Program** at **SSM Rome**

**BACHELOR  
BUSINESS  
ADMINISTRATION**

*"I went to the Swiss School of Management in Rome for the BBA dual award program and I'm sure glad I did! The class sizes were great, the teachers helpful and I got employed even before I graduated. Now I'm in a career I love and couldn't be happier."*

Joan Chemiron  
HRM Consultant at the World Food Program –  
SSM Graduate

*"The BBA program at the Swiss School of Management is excellent. The instructors impart all the necessary knowledge and share their experiences that are needed to successfully work in a competitive environment. If you study hard in the classroom while in your free time you continually apply for interesting jobs, you will not have any difficulties finding employment. I was offered two positions during my studies. I have decided to accept a new challenge in the UK. Despite changing the country, I continue studying at the Swiss School of Management, Rome through distance learning. I would recommend the BBA program at SSM to all seeking business education and looking for a great future."*

Ricardo Gotthilf  
SSM BBA student

*"I joined the Swiss School of Management's Top-up Degree program after coming back from the USA where I studied at Northeastern University. I spent three wonderful years at SSM in Rome. After my Bachelor Degree, I enrolled into the Master of Business Administration program and earned my international accredited MBA degree at SSM as well. Thanks to the skills, I earned during my studies, today I am working for UNICEF as a Human Resource Specialist. Thank you SSM, for teaching me more than just business skills."*

Masaharu J.K.  
UNICEF Human Resource Specialist



# The BBA Program

The SSM Undergraduate academic program consists of a two-plus-one-years' study plan. Candidates will earn a Diploma in the first year followed by a Higher Diploma in the second year. The program has its culmination in the third and final year with the transfer of credits to a partner university of SSM. This final year, called Top-up Degree, entails the transfer of all academic credits earned during the first two years of studies, to the university granting the final degree based in the USA, UK, France or Germany. Talks are in works to add more final destinations and participating universities throughout the world.

## Specifications

Each course mentioned in the list below, fulfills the following criteria:

- Minimum of 36 front-class hours, plus homework, individual and group assignments and project work.
- Final exams consists either of a case study or a project presentation with a minimum duration of 2-3 hours.
- The final grade for each course depends upon the valuation of the professor. However, at SSM class attendance places a significant role.
- Each course grants 4 ECTS



## The Benefits

### PROFESSIONAL NETWORK

It is vital because it enables our alumni to maintain contact with their peers; receive and provide lifelong learning and career support; make financial contributions; help with school enhancements and participate in social events that are held around the world.

### INTERNATIONAL STUDENT CONFERENCES

SSM motivates its students to attend international student conferences held in Europe and in the USA 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.

## 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



## 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  
Entrepreneurship

### 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 have the option to either stay in Rome and earn the Bachelor Degree in International Marketing Management awarded by the University of Tourism and Management Skopje or you can chose to make a Top-up year at one of our international partners in the UK, France, USA or Germany.