



TEXILA  
AMERICAN  
UNIVERSITY  
ZAMBIA



**School of Business Management**  
**BACHELOR OF BUSINESS**  
**ADMINISTRATION**

# Message From The Founders

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**Dear Students,**

We, Mr. S.P. Saju Bhaskar, and Ms. Chithra Saju are immensely grateful to be able to reach you through this Texila American University (TAU) Program Brochure. It has been an eventful journey thus far and will continue to only get more exciting further. We are proud of all your achievements and involvement in the activities thus far.

Texila has seen several students through the years and what has never failed us is the memories each cohort leaves behind. We are blessed with students who possess priceless talents and are passionate about their dreams. That is why TAU is fully focused on nurturing every student so that each individual student will be able to contribute to society in any possible way.

We commend the students for adhering to the campus culture, accepting fellow students with warmth, and working tirelessly towards their goals. These are the driving factors that propel Texila towards progress. Our students have never failed to wow us with their work and dedication in all the opportunities that knock on their door. Texila will keep shaping its students towards excellence and send them as the finest professionals into society.

We once again take this opportunity to welcome our students and freshmen batch into the portals of this great institution and look forward to their individual contribution towards the growth in their careers as well as in Texila.

**Best Wishes!**

**President and Executive Vice President,  
Texila American University.**

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# About Texila American University – Zambia

Texila being the frontier in the field of education has established its new campus at Zambia a landlocked country of rugged terrain, diverse wildlife, with many parks and safari areas. TAU-Zambia adding to its credit has successfully registered with Higher Education Authority (HEA), Ministry of Higher Education, Zambia in 2016 to offer School of Medicine, School of Public Health, School of Management, School of Information technology. TAU-Zambia has keen focus in transforming the aspiring students into expertise workforce. All our programs as well as the curriculum are designed keeping in mind to bridge the skill gaps of the students before entering the corporate. Our team of expert faculties have not only taken care to provide all the required knowledge transfer in the various subject areas but also for the overall development of the students.





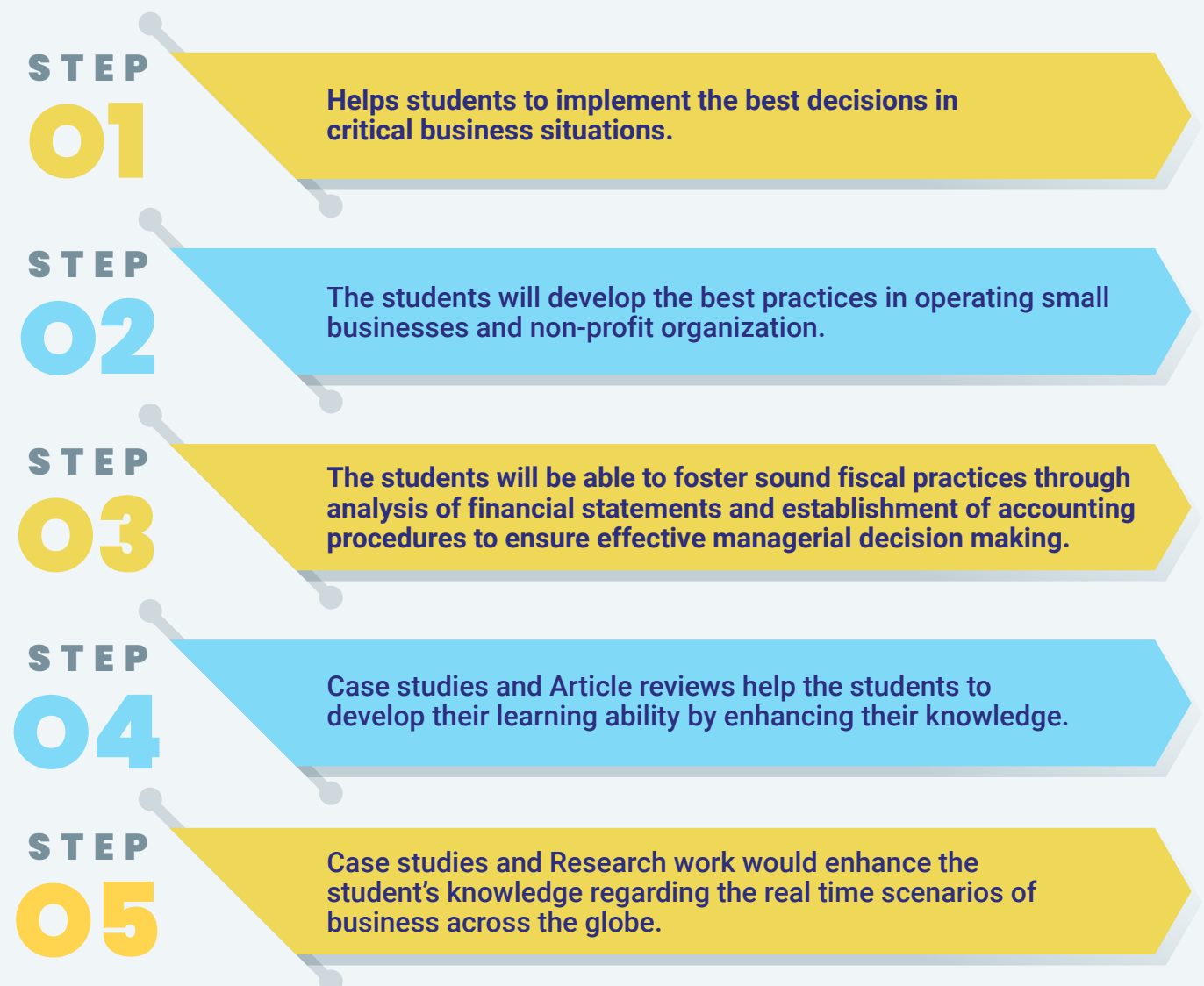
## School of Business and Management

School of Business and Management at TAU, provides you with an educational experience that yields a responsible and responsive global leadership to positively impact employees, customers, owners, and other relevant communities. The students will acquire the skills that a good business leader requires, including the ability to apply critical analysis to management issues, will have an awareness of the responsibilities of managers in an economic, social and other environmental contexts. SOBM programs have been developed with the expert faculties and industry professionals. A panel of experienced academic experts play a major role in terms of Board of Studies members for approving our curriculum to keep up the quality standards. The most prominent as well as vibrant Academic Council continuously keeps track of the progress for the suggestions offered by the Board of Studies and approve the same. To maintain the enlightenment of quality standards, the school conducts Board of Studies meeting thrice in a year, Academic Council meeting twice in a year and Ph.D Advisory committee twice in a year to have a close follow up on the quality parameters and to enrich the programs offered by the school at every regular phase to match with global standards.

# Overview of Bachelor of Business Administration

**Texila American University's** Bachelors program in Business Administration incorporates various management skills to the students in a more interactive manner. The program will equip the students to face the business environment with lot of confidence and also will kindle the underlying skills of the students to face the global business challenges.

Bachelor program in Business Administration at TAU-ZM inculcates the leadership skills among the students. The students will be equipped with the wide knowledge in the various functions of management right from planning to implementation of the business projects/models. The program will provide the students a deeper understanding of the global business scenario and face the competition with high level of confidence.



# Program Structure



## YEAR 1 AND YEAR 2

- 4 COURSE CODE BBA1111  
ORGANIZATIONAL BEHAVIOUR
- 4 COURSE CODE BBA1112  
BUSINESS COMMUNICATIONS
- 4 COURSE CODE BBA1113  
BUSINESS ECONOMICS
- 4 COURSE CODE BBA1114  
PRINCIPLES OF ACCOUNTING
- 2 COURSE CODE BBACP01  
CAPSTONE PROJECT
- 4 COURSE CODE BBA1115  
PRINCIPLES OF MARKETING
- 4 COURSE CODE BBA1116  
FUNDAMENTALS OF BUSINESS ENVIRONMENT (MANAGEMENT THEORY)
- 4 COURSE CODE BBA1111  
BUSINESS LAW
- 4 COURSE CODE BBA2112  
STRATEGIC MANAGEMENT
- 2 COURSE CODE BBACP02  
CAPSTONE PROJECT
- 4 COURSE CODE BBA2113  
ENTREPRENEURSHIP
- 4 COURSE CODE BBA2114  
HUMAN RESOURCE MANAGEMENT
- 6 COURSE CODE BBA2513  
ARTICLE REVIEW
- 10 COURSE CODE BBA2511  
PROJECT WITH VIVA

## YEAR 3 AND YEAR 4

- 4 COURSE CODE  
MAJOR 1
- 4 COURSE CODE  
MAJOR 2
- 4 COURSE CODE  
MAJOR 3
- 4 COURSE CODE  
MAJOR 4
- 2 COURSE CODE BBACP03  
CAPSTONE PROJECT
- 4 COURSE CODE  
MINOR 1
- 4 COURSE CODE  
MINOR 2
- 4 COURSE CODE  
MINOR 3
- 4 COURSE CODE BBA4112  
RESEARCH METHODS
- 2 COURSE CODE BBACP04  
CAPSTONE PROJECT
- 4 COURSE CODE  
MAJOR 5
- 4 COURSE CODE  
MAJOR 6
- 6 COURSE CODE BBA3513  
ARTICLE REVIEW
- 10 COURSE CODE BBA4511  
PROJECT WITH VIVA

# Career Prospects:

**Management students** would have lucrative opportunities in fields like:



**Marketing**



**Finance**



**Healthcare**



**Project Management**



**Operations Management**



**Human Resources etc.,**



# Program Objectives

## TAU- BACHELOR PROGRAM IN BUSINESS ADMINISTRATION

- A** Helps to apply critical thinking, reasoning skills to identify problems and to develop problem solving abilities.
- B** Nurtures the student's potential, enabling them to face the future with confidence and determination.
- C** Helps in facilitating social development and effectiveness in interpersonal relationships.
- D** Facilitate in understanding the functional components of business (economics, marketing, accounting, finance, law and management).

# Program Outcomes

## TAU- BACHELOR PROGRAM IN BUSINESS ADMINISTRATION

- Helps students to understand the contemporary theories as well as the best practices in operating small businesses and non-profit organization.
- It fosters sound fiscal practices through analysis of financial statements and establishment of accounting procedures to ensure effective managerial decision making.
- Program is designed to focus on self-directed study contents which are normally uploaded in LMS (Learning Management Systems) which gives high level of flexibility for the student to learn his modules at his leisure time. The system is highly student centric and motivates the level of self-directed study.
- Book reviews and Article reviews help the students to develop their learning ability as well as to enhance their knowledge.
- Capstone projects and Research work would enhance the student's knowledge regarding the real time scenarios of business across the globe.



# Affiliations & Membership:



**BAC**



**HEA**



**HPCZ**



**GNC**



**WDMS**



**ZAQA**



**DEASA**



**ZACCI**



**AAU**



**FIP**



**ZIHRM**



**CTH**

# YEAR 3 and YEAR 4 Specialization Courses

After Completion of first 2 Years of the BBA programme, students can choose a major specialization out of a selection of 4 specializations from which they will do 6 Compulsory Majors after which they may choose their Minor specialization from which they will do 3 Minors



**Finance**



**Human Resource Management**



**Marketing**

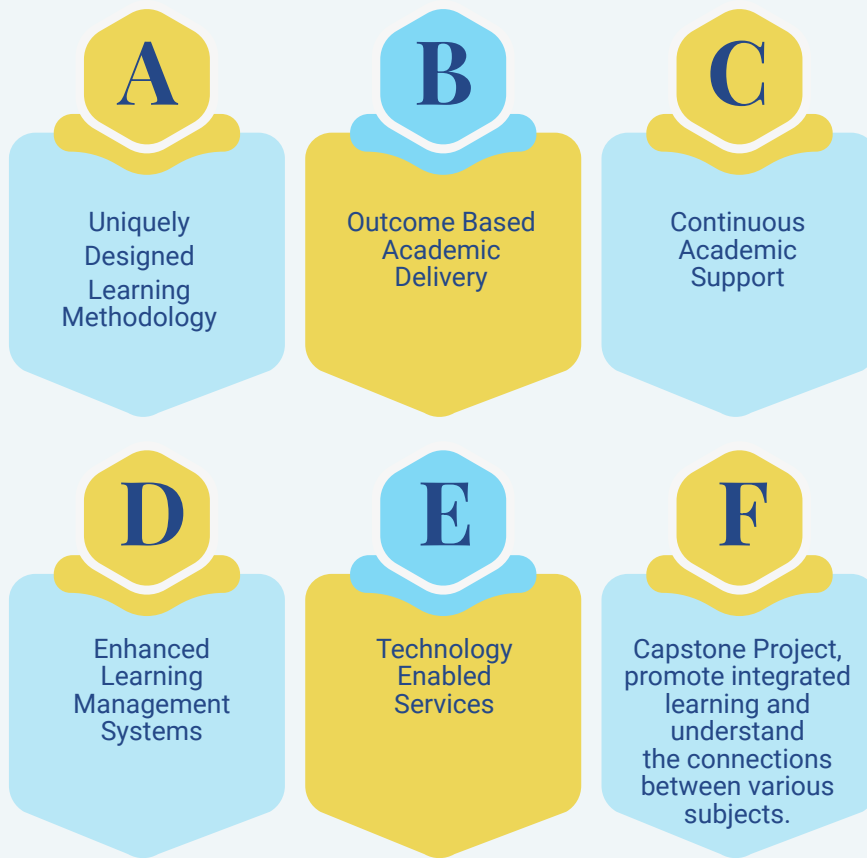


**Production & Operation Management**



# Learning Methodology

## Teaching and Learning Plan:



Texila American University Zambia is providing quality education with its state-of-the-art infrastructure, best learning methodology and technology enabled academic services.

## MODE 1: Trimester Based

Total 16 weeks in the Trimester (2 courses per trimester)

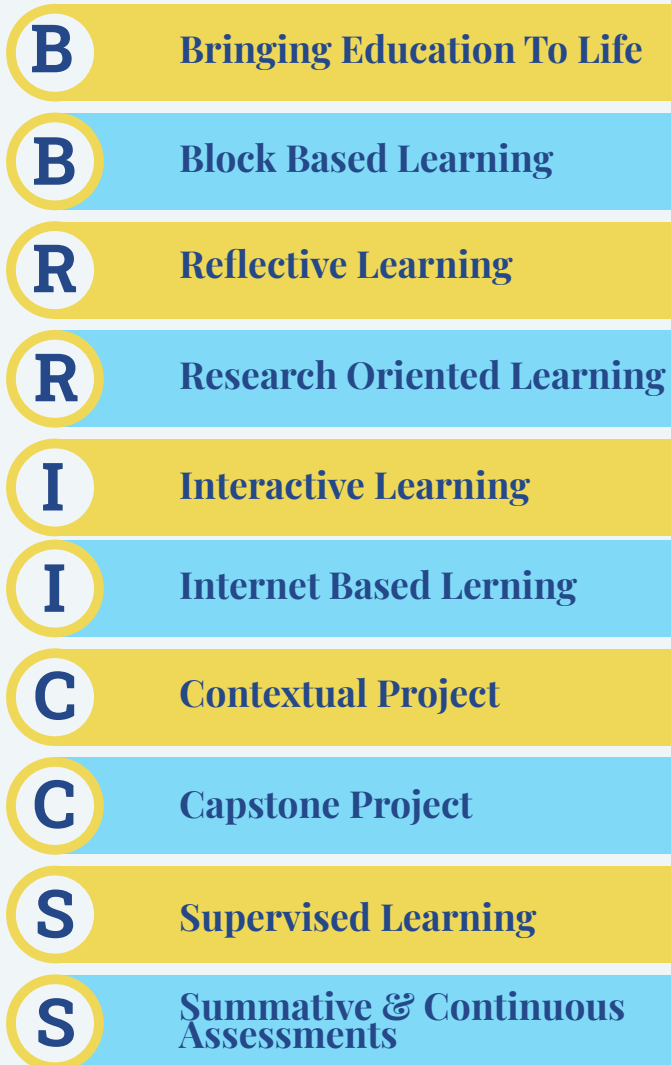
1 week for Exam, Result Declaration - End of 5th Month of the Trimester.

## Content/material:

- » 4 Modules Per Course, 3 Units per Module & 6 (5-7) Chapters in each Unit =  $(4 \times 3 \times 6) = 72$  Chapters
- » Instructional hours through University Campus: Per course 14 hrs (2hrs x 1days x 7 weeks)
- » Suggestive Lecture Duration: 1 Module in two Classes (2 hrs per class/ per week)

## MODE 2: Block Based

The core learning methodology includes BRICS models, Forum Discussions, Case Studies, Contextual Project Work, Article Review and Research Project. BRICS model is a uniquely designed methodology



Total 8 weeks in the Block (1 course per Block) 1 week for Exam, Result Declaration – 12th week of the Block.

## MODE 2: Block Based

- 4 Modules Per Course, 3 Units per Module & 6 (5-7) Chapters in each Unit =  $(4 \times 3 \times 6) = 72$  Chapters
- Instructional hours: Per course 2 hours Webinar Session
- Suggestive Lecture Duration: 4 Module discussion in 2 hours Webinar Session

# Why Choose Us?

- » Extensive network of students from different nationalities and professional backgrounds
- » Flexible online programs at par with on-campus programs
- » Interactive curriculum with block-based learning modules
- » Internationally recognized degree
- » Opportunity to explore your true potential as a business professional.



# What Do You Gain?

- » Enhanced decision making and managerial ability
- » Critical thinking and reasoning skills
- » Focus oriented strategic planning ability
- » Heightened out-of-box thinking and innovation skills
- » Superior leadership skills

# Highlights of the Program

Texila American University provides you an excellent opportunity of having the interaction session with the faculties through the University's Residential program under the name of "Academic Engagement" at TAU Zambia campus. At the end of every year the student have to undergo a 7 day "Residential Academic Engagement" program without getting distracted from their regular work environment. The highlights of the program are as follows

- » Students can meet the concerned faculty expert to clarify their academic queries.
- » Students can present their project presentations and get feedbacks for improvement from both the faculty experts and peer students.
- » Industrial Doyen's will be invited for providing special lectures on the advanced topics pertaining to different sectors.
- » Exclusive opportunity to the students to utilize their weekend valuably. These classes help the students to enhance their basic computer skills as well as practical skills in various subject areas. They can make use of the computer labs to practice and enrich their technical skills.

## Faculty and Other Support

### Faculty Support:

Our globally diverse faculty is dedicated to providing high-quality education and timely support to ensure students complete their courses punctually. Their valuable feedback prepares students for their desired careers.

### Student Mentors:

Our student mentors are assigned to provide individualized support, offering continuous guidance throughout the program's duration. Their assistance ensures students can easily complete their courses within the scheduled time frame.

### Academic Advisors:

Our academic advisors will oversee, nurture, and coordinate all-encompassing academic endeavors. They also offer faculty assistance to students for the submission and evaluation of assignments, ensuring timely completion.

### Academic Head:

Our academic leaders possess extensive experience and offer expert guidance to ensure a seamless and effortless learning experience for students. Students can easily contact them through email, Skype, or telephone calls.

### Award of Degree:

Successful completion of the program, the candidate will be conferred with the "**Bachelor of Business Administration**" degree by Texila American University, Zambia.

# CONTACT US



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