

Bachelor of Business Administration

Overview

All our courses are based on a continuous assessment system where every week, you will be engaging in class & online discussions, writing papers and doing presentations alongside your course projects.

60
CREDITS

2 YEARS DURATION

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Discover your passion through a range of options in management, business, data analytics, IT, and more, and find the program that aligns with your interests and career goals to take the first step toward a successful future.

FinTech

This concentration focuses on investments and the workings of financial institutions. Students will study topics such as corporate and global finance, and financial and technical feasibility analysis of a project or program. This concentration provides a solid foundation for entrepreneurs who want to start their own business.

Marketing Management

BBA program in marketing equips students with essential knowledge and skills for success in the dynamic field. It covers market research, consumer behavior, branding, advertising, digital marketing, and strategic planning. Through theoretical coursework, case studies, and hands-on projects, students gain proficiency in analyzing trends, targeting audiences, and creating effective campaigns. Graduates pursue diverse marketing careers in brand management, research, sales, advertising, and digital marketing.

Human Resource Management

The human resources concentration focuses on employee selection, training, management development, industrial relations, compensation and the dynamics of organizational behavior. Students are prepared to become human resources practitioners in high-performing organizations. They will demonstrate competency in critical areas, including business practices, making strategic contributions to an organization and effective management of the human resources department.

Investment and Economics

Investment and economics explores the spectrum of economic situations and investment decisions for students to investments in the ever changing markets. Therefore, this course intends to provide a broad knowledge of the functional aspects of a company including the development of practical managerial, communications and business decision-making skills, assist in implementing theories in real life situation by imparting practical knowledge in business, economics, and investment and to use the complex economic and econometric models very easily for the day-to-day business decision making.

Digital Marketing

This program provides students with the skills set to leverage digital marketing platforms such as social media and search engines. Students will learn about marketing, communication and analytical knowledge, and will investigate ways to engage company audiences, clients and consumers to sell products and grow.

Applied Art and Design

BBA Applied Arts and Design at King's College is designed to provide students with business and management education that is coupled with a critical appreciation for arts and creativity. This course is designed to develop a creative entrepreneurial mindset by blending professional business skills highly desired by the industry with critical and dynamic parts of liberal arts education. By undertaking this course students will hone their abilities to identify the prospects in developing innovative solutions and creating entrepreneurial ventures.

Finance Management

The FinTech specialized BBA program is a degree to foster financial entrepreneurs to lead toward innovation in financial services through technology-enabled platforms. It provides essential knowledge in the domain of both finance and technology that covers introduction to financial technology, retail bank management, distributed ledger, smart contracts, blockchain and blockchain technologies, Bitcoin and cryptocurrency, forensic accounting, fraud management, and innovative payment solutions or electronic payments systems. However, the program ensures to provide hands-on knowledge and experience in trends and practices that are currently taking place around the world in the field of financial technology. The program will be focused on rising technologies and their applications in the FinTech industry. The specialization program is aimed at developing professionals who can lead and manage BFs that are delivering services to customers with enabled technological platform.

Business Analytics

The BBA in Business Analytics program provides students with a deep understanding of data-driven decision-making in today's dynamic business environment. This program offers a balanced blend of theoretical knowledge and hands-on practical experience, equipping students with the expertise needed for data analysis and predictive modeling. The program focuses on developing skills related to technical and management aspects of data analytics to prepare graduates to drive business success through informed insights.

Global Accounting

The BBA in Global Accounting program provides students with a deep understanding of global accounting practices, financial reporting standards, and regulatory frameworks in an international business context. This program offers a balanced blend of theoretical knowledge and practical skills, with a strong emphasis on the latter, equipping students with the expertise needed to navigate complex global financial environments. The program focuses on developing proficiency in both the technical and strategic aspects of accounting, preparing graduates to manage and analyze financial information, ensure compliance with international standards, and contribute to the success of multinational organizations. Additionally, the program raises awareness of workplace cultures and the soft skills necessary to succeed as an accounting and finance professional in a globalized workplace.

Life at King's

Our Students

Empowering Minds, Inspiring Futures: Unleash Your Potential at King's College Nepal, where academic excellence meets transformative experiences, shaping tomorrow's leaders with a global perspective.

Learning Outcomes

- Describe effective business communication skills to build strong professional relationships, contribute ideas ethically, and exhibit cultural sensitivity in diverse business environments
- Determine appropriate analytical tools and quantitative approaches to identify and address complex business problems
- Compare comprehensive, adaptable, and innovative business plans that align with organizational objectives and foster growth and sustainability in dynamic business settings
- Demonstrate proficiency in identifying business opportunities and creative, innovative solutions
- Apply foundational management principles and practices to analyze business situations, make informed decisions, and contribute to the efficient and ethical operation of organizations

Don't miss your chance to unlock your potential - apply now to King's College Nepal and discover endless opportunities for growth and success in your chosen field!

[CLICK HERE FOR FULL PROGRAM INFORMATION](#)