

Central Global University

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**Globally Accredited Business Education
Shaping Future Business Leaders**

A comprehensive bachelor program designed to develop leadership, management, and entrepreneurial skills for the global business world.



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PROGRAM OVERVIEW

A Strong Foundation for
Global Business Leadership



Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) program at Central Global University is designed to prepare students for successful careers in business, management, and entrepreneurship. The program develops strong analytical, leadership, and decision-making skills required to succeed in today's global business environment.

Through a well-structured and industry-aligned curriculum, students gain a solid understanding of core business disciplines along with practical exposure to real-world business challenges. The program emphasizes professional competence, ethical leadership, and global business awareness, enabling graduates to adapt and excel in diverse industries and roles.



PROGRAM STRUCTURE

Designed for Progressive
Learning and Career Readiness



Program Structure and Delivery

The Bachelor of Business Administration (BBA) program at Central Global University is designed with a structured and progressive academic framework that ensures comprehensive learning and professional development across the duration of the program.

The BBA program begins with core business fundamentals, progresses into key functional areas of management, and concludes with advanced strategic and global business studies, developing analytical skills, leadership abilities, and real-world business competence.

Program Duration

Three Years

Mode of Study

100% Online (Self-Paced + Weekly Live Virtual Sessions)

Total Credits

180 ECTS

Total Modules

24 (Each module = 7.5 ECTS)

Teaching Approach

The learning experience integrates academic theory with practical application through interactive lectures, case studies, assignments, presentations, and group projects. Each semester builds upon previously learned concepts, leading students from foundational principles to advanced business strategies.

CURRICULUM AND SUBJECTS

Comprehensive Business

Knowledge for the Modern World



Central Global University offers a dynamic curriculum that integrates national and international education standards, designed to equip students with the knowledge and skills needed to thrive in a rapidly changing world.

Core Curriculum

The curriculum at Central Global University covers essential business areas while addressing contemporary industry needs.

Subjects include:

- Principles of Management
- Business Communication
- Financial Accounting
- Business Economics
- Business Mathematics and Statistics
- Marketing Management
- Human Resource Management
- Financial Management
- Operations and Supply Chain Management
- Business Law and Corporate Governance
- Entrepreneurship and Innovation
- Strategic Management
- International Business
- Digital Marketing and E-Commerce
- Organizational Behavior

This curriculum equips students with practical skills, strategic thinking abilities, and a global business perspective.

The background features two overlapping circles in shades of purple. The top circle is a lighter, muted purple, while the bottom circle is a darker, more saturated purple. The circles overlap in the center, creating a darker purple area.

FEES AND INVESTMENT

Transparent, Flexible,
and Student-Focused

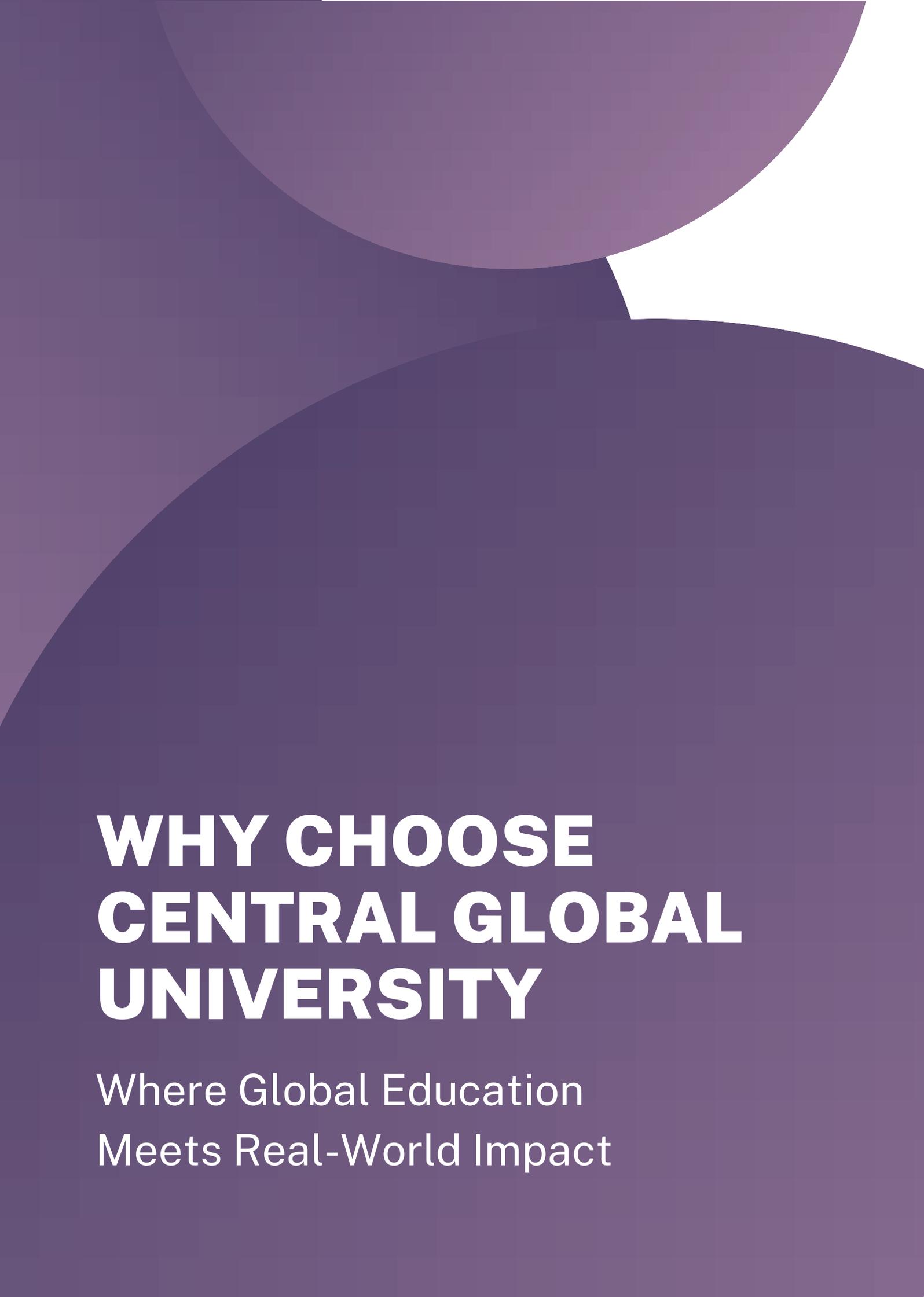


Tuition and Payment Information

Central Global University offers an affordable and transparent fee structure designed to make quality education accessible.

Tuition fees are set according to university guidelines. Flexible installment options are available to support students in managing their educational investment. Merit-based scholarships and special financial assistance may be offered to eligible candidates.

Students are encouraged to contact the admissions office for the most current fee details and scholarship information.



WHY CHOOSE CENTRAL GLOBAL UNIVERSITY

Where Global Education
Meets Real-World Impact

Why CGU Stands Apart

Central Global University is committed to delivering globally relevant education that prepares students for leadership roles.

01 Global Accreditation and Recognition

Internationally recognized and accredited business programs that meet global academic standards.



02 Industry-Aligned Curriculum

A practical, skill-focused curriculum designed to match current business and industry needs.



03 Experienced Faculty

Learn from qualified academicians and industry professionals with real-world expertise.



04 Flexible Learning Model

A student-friendly learning environment suitable for global and working learners.

05



Leadership and Ethical Development

Strong focus on leadership skills, ethical decision-making, and professional growth.

06



Career Guidance and Academic Support

Dedicated support services to guide students throughout their academic and career journey.

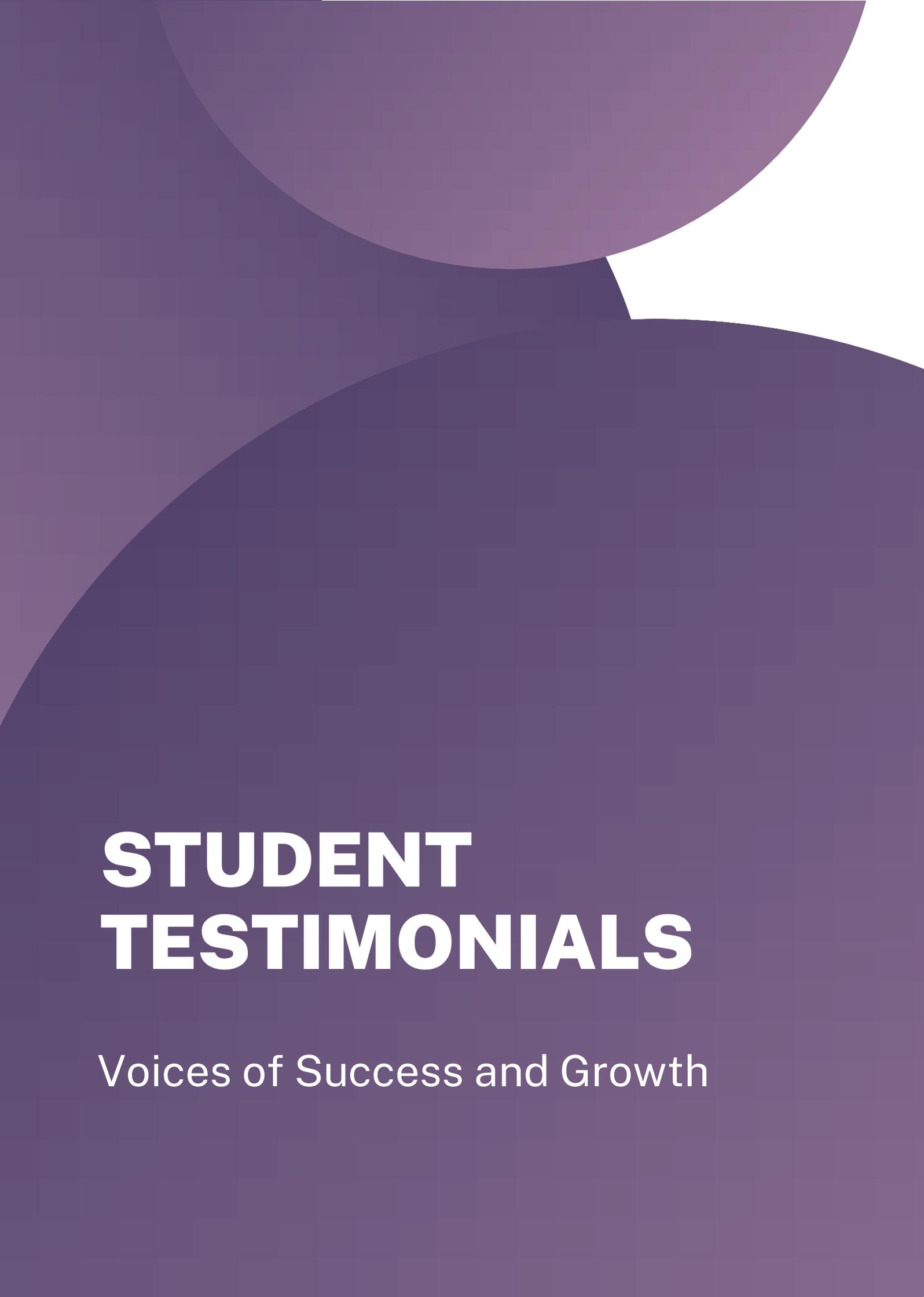
07



Global Business Perspective

Exposure to international business concepts and global market practices that prepare students for careers across borders.



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STUDENT TESTIMONIALS

Voices of Success and Growth



Central Global University takes pride in its alumni, who have gone on to excel in diverse fields and make meaningful contributions globally. Our graduates embody the values of leadership, integrity, and innovation nurtured during their time at our school.

What Our Students Say

Students at Central Global University consistently highlight the quality of education, flexibility, and global exposure offered by the BBA program.

“ The BBA program helped me build a strong foundation in business management and practical decision-making skills. ”

“ The flexible learning structure allowed me to balance my studies while gaining valuable professional knowledge. ”

“ The program’s global approach and academic support helped me plan my career with confidence. ”

“ The program provided a strong balance between academic knowledge and practical application, helping me develop confidence and a clear understanding of real-world business challenges. ”

The background features two overlapping circles in shades of purple. The top circle is a lighter shade and is partially cut off by the top edge of the frame. The bottom circle is a darker shade and is also partially cut off by the bottom edge. The overall composition is minimalist and modern.

ACCREDITATIONS AND MEMBERSHIPS

Quality Education with
Global Standards

Commitment to Academic Excellence

Central Global University maintains high academic standards through internationally recognized accreditations and quality assurance processes.

The BBA program is accredited by global business education accreditation bodies, ensuring academic excellence, global recognition, and continuous quality improvement. These accreditations confirm CGU's commitment to delivering education that meets international benchmarks and prepares students for global careers.



Accreditation Council for Business Schools and Programs

Central Global University holds candidacy status with the Accreditation Council for Business Schools and Programs, reflecting its commitment to global standards in business education and continuous academic improvement.



United States Distance Learning Association

CGU is a member of the United States Distance Learning Association, demonstrating its dedication to excellence and innovation in online and distance education.



European Council of Leading Business Schools

Central Global University is a member of the European Council of Leading Business Schools, reinforcing its alignment with quality-driven business education across Europe and internationally.



Quality for Excellence in Education

International Accreditation and Recognition Council

CGU is accredited by the International Accreditation and Recognition Council, highlighting its dedication to quality education and international academic recognition.



European Association for Higher Education Advancement

CGU is accredited by the European Association for Higher Education Advancement and has been awarded a three-star rating for academic quality and institutional performance.



International Association for Quality Assurance in Pre-Tertiary and Higher Education

The university is accredited by the International Association for Quality Assurance in Pre-Tertiary and Higher Education, recognizing its commitment to global quality assurance standards.



International Accreditation Organization

CGU holds accreditation from the International Accreditation Organization, affirming its adherence to internationally accepted educational and operational benchmarks.



UK Accreditation and Certification Framework Council

Central Global University is accredited by the UK Accreditation and Certification Framework Council, reflecting its compliance with recognized academic and institutional standards.



**CENTRAL
GLOBAL
UNIVERSITY**

Your Journey to Global Business Leadership Begins Here

Bachelor of Business Administration
Central Global University

Admissions Open

Shaping Future Leaders Through Global Education