



**Central Global University**

**BBA**

**Self-Learning Bachelor of  
Business Administration**

Self-Learning | 100% Online | Flexible & Affordable

# Dr. Cherry Anne M. Doromal

Course Program Director – Bachelor of Business Administration (BBA)



The Bachelor of Business Administration (BBA) program at Central Global University is guided under the academic leadership of Dr. Cherry, an experienced educator and program director committed to maintaining academic excellence and global relevance. As Program Director, Dr. Cherry oversees curriculum quality, academic alignment with international standards, and the overall learning experience of students. Her leadership ensures that the BBA program remains industry-relevant, academically rigorous, and aligned with European higher education frameworks. Through a learner-focused and globally oriented approach, Dr. Cherry plays a key role in shaping future-ready business graduates equipped with essential knowledge, skills, and ethical leadership values.

# Welcome to Central Global University



Central Global University (CGU) is dedicated to providing accessible, high-quality, and globally aligned education for modern learners. Our academic model is designed for flexibility, affordability, and international relevance—empowering students to gain recognized qualifications without geographical or financial barriers.

CGU delivers future-focused programs aligned with European higher education standards, supporting independent learners, working professionals, and aspiring global leaders worldwide.



## Vision

To be a globally respected university recognized for flexible learning models, academic excellence, and the development of future-ready business leaders with an international outlook.

## Mission

To deliver accessible, affordable, and globally aligned education that empowers learners with practical knowledge, critical thinking skills, and the confidence to succeed in an evolving global business environment.

# Program Overview

The BBA program at Central Global University is a globally aligned, 100% online self-learning degree that equips students with essential business skills, practical insights, and the flexibility to study anytime, anywhere.

## Program Highlights

Degree Awarded:  
Bachelor of  
Business  
Administration  
(BBA)

Mode of Study:  
100% Online –  
Self-Learning

Duration:  
3 Years

Language of  
Instruction:  
English

Curriculum  
Framework:  
European Higher  
Education  
Standards (180  
ECTS Equivalent)

*This flexible structure allows learners to study at their own pace while maintaining work or personal commitments.*



# Why Choose the CGU BBA Program?

The Bachelor of Business Administration (BBA) at Central Global University is designed for learners who seek a globally relevant business education without compromising flexibility, affordability, or quality. The program combines international academic standards with a self-paced learning model to support diverse learner needs across the world.



Globally Aligned Curriculum



100% Online & Self-Learning Format



Highly Affordable Education



Practical & Application-Oriented Learning



International Recognition & Credibility



Strong Foundation for Career & Higher Studies



# Accreditations & Memberships



## 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.

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## 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.

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## 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.

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*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.

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## **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.

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# Learning & Assessment Methodology

The CGU BBA follows a continuous assessment model designed to support applied and independent learning:



Weekly Online Group Discussions



Assignment-Based Assessments

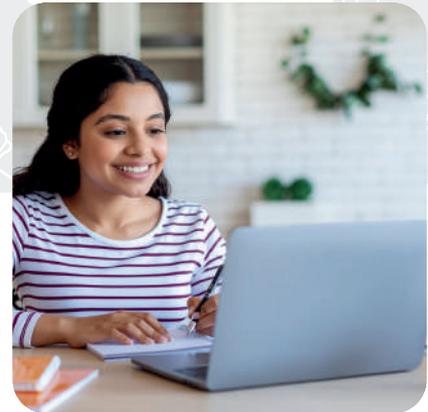


Case Study Analysis



Final Dissertation / Capstone Project

This structure ensures graduates develop both academic knowledge and practical business skills.





## Core Learning Activities

- Structured Assignments: Case-based, research-oriented, and application-focused tasks
- Weekly Group Discussions: Moderated academic discussions to enhance peer learning and critical thinking

## Additional Academic Activities

- Quizzes & Knowledge Checks: Short assessments to evaluate module understanding
  - Case Study Analysis: Real-world business and management problem evaluation
  - Project Work / Mini Projects: Practical application of theoretical concepts
  - Reflective Learning Reports: Self-evaluation and professional reflection exercises
  - Presentation Submissions: Individual or group-based academic presentations
  - Industry-Based Scenarios: Workplace-aligned problem-solving activities
  - Research Briefs: Short analytical or literature-based research tasks
  - Peer Review Activities: Structured feedback and peer evaluation
  - Discussion Summaries: Written insights derived from weekly discussions
  - Skill-Based Tasks: Leadership, communication, and decision-making exercises
  - Continuous Assessment: Ongoing performance tracking throughout the program
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# Program Structure & Academic Roadmap

- **Program Duration:** 3 Years (10-Month Academic Terms)
- **Total Requirements:** 16 Modules + 1 Final Year Capstone Project

## YEAR 1: BUSINESS FOUNDATIONS

**Focus: Core communication, economic, and financial principles.**

- **BUS110** – Business Communication
- **MGT120** – Managing Business
- **ACC130** – Accounting Principles I
- **BUS140** – E-Commerce
- **ECO150** – Principles of Economics
- **FIN160** – Principles of Finance

## YEAR 2: APPLIED MANAGEMENT

**Focus: Developing functional expertise in marketing, HR, and operations.**

- **MKT170** – Principles of Marketing
- **HRM180** – Human Resource Management
- **ACT210** – Accounting Principles II
- **MGT220** – Operations Management
- **BUS230** – Entrepreneurship



## YEAR 3: SPECIALIZED STRATEGY & GRADUATION

**Focus: Advanced logistics, sustainable practices, and the final research project.**

- **BUS240** – Sustainable Business Practices
- **FIN250** – Financial Reporting
- **MGT260** – Logistics and Supply Chain Management
- **MKT270** – Cross-Cultural Marketing
- **MGT280** – Business Information Management
- **PROJ300** – Final Year Capstone Project (Extra)

**Project Description:** A comprehensive research or practical project where students integrate their learned skills to solve a real-world business challenge.

# Fee Structure

**Registration  
Fee (One-Time):**  
USD 75

**Assessment  
Fee: USD 200  
per year × 3  
years = USD 600**

**Total Program  
Fees: USD 675**

*No tuition fees apply.*

# Begin Your Global Business Journey

The Bachelor of Business Administration at Central Global University is your gateway to flexible, affordable, and internationally aligned business education.



## Apply Today

Learn Globally. Lead Confidently.



**Website**  
[www.cguonline.edu.ge](http://www.cguonline.edu.ge)

