



BBA Program

Bachelor of Business Administration

1. Executive Summary

GenevaTech Business School offers a fully online Bachelor of Business Administration (BBA) designed for Swiss professionals and international candidates. The program is structured around three integrated specialization tracks:

Track	Focus
FinTech	Financial technology, digital banking, blockchain, AI in finance
EdTech	Educational technology, digital learning design, EdTech entrepreneurship
Business	Core management, strategy, marketing, operations, finance

The program carries 180 ECTS credits at EQF Level 6 (Bachelor's level), fully compliant with the European Qualifications Framework, the Qualifications Framework for the European Higher Education Area (QF-EHEA), the Swiss Higher Education Qualifications Framework (nqf.ch-HS), and UK RQF Level 6 comparability. The BBA is delivered entirely online, designed for working professionals and international learners.

Upon completion, graduates will receive a Bachelor of Business Administration (BBA) from GenevaTech Business School, with a named specialization. The program is designed to meet the eligibility criteria for accreditation by leading business education bodies, including EFMD (EQUIS) and AACSB.

2. Strategic Context and Rationale

2.1 The Market Opportunity

Driver	Opportunity
Digital transformation of business	Demand for graduates who understand both business fundamentals and emerging technologies

Driver	Opportunity
FinTech expansion	Switzerland is a global financial center; demand for FinTech-literate graduates is growing
EdTech growth	The digital education market is expanding rapidly; teachers and entrepreneurs need business skills
Flexible learning demand	Working professionals require online, part-time study options
International student mobility	ECTS-articulated qualifications attract international candidates

2.2 GenevaTech Business School's Positioning

GTBS offers:

- Swiss institutional governance and quality assurance
- An existing EdTech qualification ladder (Certification Series, Diploma Series, Practice Licence)
- An established partnership with Innoversity for delivery and assessment
- European and UK standards compliance from inception

The BBA extends this portfolio into undergraduate business education, creating a complete pathway from professional certifications through to degree-level study.

3. Regulatory and Accreditation Compliance

3.1 European Qualifications Framework (EQF)

The BBA is positioned at EQF Level 6, defined as:

Knowledge: “Advanced knowledge of a field of work or study, involving a critical understanding of theories and principles.”

Skills: “Advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialized field of work or study.”

Responsibility and autonomy: “Manage complex technical or professional activities or projects, taking responsibility for decision-making in unpredictable work or study contexts; take responsibility for managing professional development of individuals and groups.”

3.2 Swiss Qualifications Framework (nqf.ch-HS)

The nqf.ch-HS describes the three-cycle educational system and is compatible with QF-EHEA. The BBA is designed to meet the nqf.ch-HS descriptors for the Bachelor level, with learning outcomes verified against Swiss higher education standards.

3.3 UK RQF Comparability

The UK Regulated Qualifications Framework positions Bachelor's degrees at RQF Level 6. A Bachelor's degree with honors typically requires 360 UK credits, with at least 90 at Level 6. In ECTS terms, this corresponds to 180 ECTS credits (the standard conversion being 2 UK credits = 1 ECTS).

3.4 Accreditation Readiness

EFMD EQUIS

EQUIS accreditation assesses the business school as a whole, covering strategy, governance, programs, faculty, research, internationalization, corporate connections, and digital integration. The BBA is designed with EQUIS criteria in mind:

EQUIS Criterion	BBA Design Response
Programs	Three-year, 180 ECTS, EQF Level 6
Faculty	Qualified faculty with research and professional experience
Digital integration	Fully online delivery with robust LMS and assessment platforms
Internationalization	International curriculum; global student cohort
Corporate connections	Industry advisory board; guest practitioners
Quality assurance	ESG-aligned internal QA processes

AACSB

AACSB's 2020 Business Accreditation Standards are organized around three pillars: Strategic Management and Innovation, Learner Success, and Thought Leadership, Engagement and Societal Impact. The BBA is designed to meet these standards:

AACSB Standard	BBA Design Response
Strategic planning	Documented program strategy and review cycle
Physical, virtual, and financial resources	Online infrastructure and sustainable financial model
Curriculum	Learning outcomes-based; industry-informed
Faculty qualifications	Qualified, research-active, and practitioner faculty
Learner success	Comprehensive student support services
Societal impact	Ethics, sustainability, and technology integration

4. Program Architecture

4.1 Overview

Parameter	Specification
Qualification	Bachelor of Business Administration (BBA)
Duration	3 years (full-time) / 4–6 years (part-time)
Credits	180 ECTS / 360 UK credits
Level	EQF Level 6 / RQF Level 6
Mode	100% Online
Language	English
Intakes	January, April, October (three per year)

4.2 Credit Distribution

Component	ECTS	% of Program
Core Business Modules	90	50%
Specialization Track Modules	60	33%
Electives	18	10%
Capstone Dissertation/Project	12	7%
Total	180	100%

4.3 Program Structure by Year

Year 1 – Foundations (60 ECTS)

Ten core modules × 6 ECTS each:

Module	ECTS
Business Environment and Global Context	6
Principles of Accounting	6
Business Communication	6
Introduction to Digital Entrepreneurship	6
Fundamentals of Marketing	6
Business Mathematics and Statistics	6
Business Law in a Digital Context	6
Organizational Behavior	6
Introduction to Emerging Technologies	6
Financial Management	6

Year 2 – Core Business + Specialization Foundations (60 ECTS)

Core (30 ECTS) – five modules × 6 ECTS each:

Module	ECTS
Strategic Management	6
Managerial Accounting	6
Business Economics	6
Operations and Supply Chain Management	6
Human Resource Management	6

Specialization Foundations (30 ECTS) – five modules × 6 ECTS each, selected from the chosen track (see Section 5).

Year 3 – Advanced Specialization + Capstone (60 ECTS)

Component	ECTS
Specialization Advanced Modules (five modules, selected from the chosen track)	30

Component	ECTS
Electives (three modules)	18
Capstone Dissertation / Project	12

5. Specialization Tracks

5.1 Overview of Specialization Structure

Each specialization track comprises ten taught modules of 6 ECTS each (60 ECTS total), distributed across Years 2 and 3:

Year	Specialization Content	ECTS
Year 2	Five foundation modules	30
Year 3	Five advanced modules	30
Total	Ten modules	60

All specialization modules are 6 ECTS. The Capstone Dissertation/Project (12 ECTS) is assessed separately and sits outside the 60-ECTS specialization allocation (see Section 4.2).

5.2 FinTech Track

Overview: develops graduates capable of navigating the intersection of finance, technology, and innovation. Covers digital banking, blockchain, AI in finance, financial data analytics, and regulatory technology.

Specialization Modules (60 ECTS – ten modules × 6 ECTS):

#	Module	ECTS	Content
1	Foundations of FinTech	6	Evolution of financial technology; digital payments; open banking; FinTech ecosystem
2	FinTech in Banking	6	Digital banking transformation; challenger banks; API banking; core banking modernization
3	Digital Payments and Open Banking	6	Payment rails; instant payments; PSD2 and open banking; payment innovation
4	Blockchain and Cryptocurrencies	6	Distributed ledger technology; cryptocurrencies; smart contracts; DeFi
5	AI and Machine Learning in Finance	6	Algorithmic trading; credit scoring; fraud detection; robo-advisory
6	Financial Data Analytics	6	Data-driven financial modeling; visualization; predictive analytics; risk analytics
7	Algorithmic Trading and Quantitative Finance	6	Quantitative strategies; backtesting; market microstructure; risk controls
8	RegTech and Compliance	6	Regulatory technology; AML/KYC; data protection in finance; supervisory technology

#	Module	ECTS	Content
9	FinTech Entrepreneurship	6	Building FinTech ventures; funding; scaling; regulatory sandboxes
10	Cybersecurity in Financial Services	6	Threat landscape; security architecture; incident response; operational resilience

Year 2 Modules (30 ECTS): Modules 1–5 · Year 3 Modules (30 ECTS): Modules 6–10 · Capstone (12 ECTS): Applied FinTech project

5.3 EdTech Track

Overview: leverages GTBS's existing EdTech qualification ladder and Innoversity partnership. Develops graduates who understand both business fundamentals and the business of educational technology.

Specialization Modules (60 ECTS – ten modules × 6 ECTS):

#	Module	ECTS	Content
1	Digital Pedagogy and Learning Design	6	Learning theories; instructional design; digital assessment; learning experience design
2	EdTech Product Management	6	Product lifecycle; user research; agile development; roadmap planning
3	Learning Management Systems and Infrastructure	6	LMS platforms; integration; administration; technical architecture
4	AI in Education	6	AI tools for learning; personalization; adaptive systems; ethics and bias
5	Learning Analytics and Educational Data	6	Data sources; dashboards; evidence-informed practice; privacy and ethics
6	Digital Content and Curriculum Design	6	Multimedia learning; OER; accessibility; curriculum alignment
7	EdTech Entrepreneurship and Innovation	6	EdTech market; business models; venture development; scaling
8	EdTech Policy and Governance	6	Data privacy; safeguarding; regulatory frameworks; institutional policy
9	Gamification and Immersive Learning	6	Game-based learning; gamification mechanics; VR/AR applications
10	Blended and Online Program Design	6	Blended models; synchronous/asynchronous design; quality frameworks

Year 2 Modules (30 ECTS): Modules 1–5 · Year 3 Modules (30 ECTS): Modules 6–10 · Capstone (12 ECTS): Applied EdTech project

Articulation: holders of GTBS EdTech Diploma qualifications may receive credit recognition towards the EdTech track, subject to the Equivalency Committee's determination (maximum 60 ECTS).

5.4 Business Track

Overview: a comprehensive general business specialization for students who wish to develop broad management capability before choosing a career direction.

Specialization Modules (60 ECTS – ten modules × 6 ECTS):

#	Module	ECTS	Content
1	Advanced Marketing Management	6	Brand strategy; digital marketing; consumer behavior; marketing analytics
2	Corporate Finance	6	Capital structure; investment appraisal; risk management; dividend policy
3	International Business	6	Global trade; cross-cultural management; market entry; global strategy
4	Entrepreneurship and SME Management	6	Venture creation; business planning; growth strategies; SME finance
5	Business Analytics and Decision Making	6	Data-driven management; visualization; forecasting; decision models
6	Operations and Project Management	6	Lean operations; project delivery; quality management; supply chain
7	Leadership and Change Management	6	Leading transformation; organizational culture; change models
8	Strategic Innovation Management	6	Innovation processes; open innovation; technology transfer; intrapreneurship
9	Business Negotiation and Conflict Resolution	6	Negotiation theory and practice; cross-cultural negotiation; mediation
10	Corporate Governance and Business Ethics	6	Board structures; stakeholder theory; ethical frameworks; ESG

Year 2 Modules (30 ECTS): Modules 1–5 · Year 3 Modules (30 ECTS): Modules 6–10 · Capstone (12 ECTS): Applied strategic business project

6. Core Modules – Detailed Overview

All core modules carry 6 ECTS.

6.1 Business Environment and Global Context (6 ECTS)

Overview: Introduces the economic, political, legal, and social environment in which businesses operate. Examines globalization, trade, sustainability, and the role of business in society.

Learning Outcomes: Analyze the business environment using PESTLE and SWOT frameworks · Evaluate the impact of globalization on business strategy · Assess sustainability and ethical considerations in business · Communicate environmental analysis to stakeholders.

6.2 Principles of Accounting (6 ECTS)

Overview: Introduces financial accounting principles, the preparation and interpretation of financial statements, and the use of accounting information for decision-making.

Learning Outcomes: Prepare basic financial statements · Interpret financial statements · Apply accounting principles to business decisions · Understand the regulatory framework for financial reporting.

6.3 Business Communication (6 ECTS)

Overview: Develops written, oral, and digital communication skills for professional business contexts, including report writing, presentations, and collaborative online communication.

Learning Outcomes: Produce clear, professional business documents · Deliver effective presentations · Communicate effectively in virtual teams · Adapt communication to different audiences.

6.4 Introduction to Digital Entrepreneurship (6 ECTS)

Overview: Introduces the principles of entrepreneurship in the digital economy. Covers opportunity identification, business model design, digital tools for startups, and the entrepreneurial mindset.

Learning Outcomes: Identify and evaluate business opportunities · Design basic business models · Understand digital tools for venture creation · Develop an entrepreneurial mindset.

6.5 Fundamentals of Marketing (6 ECTS)

Overview: Introduces marketing principles, consumer behavior, market segmentation, and the marketing mix, with emphasis on digital marketing channels.

Learning Outcomes: Apply marketing frameworks to real-world contexts · Analyze consumer behavior · Develop a basic marketing plan · Understand digital marketing tools.

6.6 Business Mathematics and Statistics (6 ECTS)

Overview: Develops quantitative skills for business, including financial mathematics, descriptive statistics, probability, and introductory inferential statistics.

Learning Outcomes: Apply mathematical techniques to business problems · Analyze and interpret business data · Use statistical software for basic analysis · Present quantitative findings.

6.7 Business Law in a Digital Context (6 ECTS)

Overview: Introduces legal principles relevant to business, including contract law, intellectual property, data protection, and the legal implications of digital operations.

Learning Outcomes: Understand core legal principles affecting business · Apply contract law to business scenarios · Understand data protection obligations · Identify legal risks in digital business.

6.8 Organizational Behavior (6 ECTS)

Overview: Examines individual and group behavior in organizations, including motivation, leadership, team dynamics, and organizational culture.

Learning Outcomes: Explain theories of motivation and leadership · Analyze team dynamics · Assess organizational culture · Apply behavioral insights to management practice.

6.9 Introduction to Emerging Technologies (6 ECTS)

Overview: Provides a survey of emerging technologies transforming business, including AI, blockchain, IoT, cloud computing, and quantum computing. Focuses on business implications rather than technical detail.

Learning Outcomes: Explain the business relevance of emerging technologies · Evaluate technology readiness and adoption · Identify opportunities and risks · Communicate technology concepts to non-specialists.

6.10 Financial Management (6 ECTS)

Overview: Introduces financial decision-making, including investment appraisal, capital budgeting, financing decisions, and working capital management.

Learning Outcomes: Apply investment appraisal techniques · Evaluate financing options · Manage working capital · Understand the cost of capital.

6.11 Strategic Management (6 ECTS)

Overview: Examines strategy formulation and implementation, including competitive analysis, strategic positioning, and strategic change.

Learning Outcomes: Analyze competitive environments · Formulate business strategy · Evaluate strategic options · Understand strategy implementation challenges.

6.12 Managerial Accounting (6 ECTS)

Overview: Develops the use of accounting information for internal decision-making, including costing, budgeting, performance measurement, and variance analysis.

Learning Outcomes: Apply costing methods · Prepare budgets · Analyze performance variances · Use management accounting for decision support.

6.13 Business Economics (6 ECTS)

Overview: Applies microeconomic and macroeconomic principles to business decision-making, including demand analysis, pricing, market structures, and the macroeconomic environment.

Learning Outcomes: Apply microeconomic theory to business decisions · Analyze market structures · Understand macroeconomic influences on business · Use economic reasoning for strategic decisions.

6.14 Operations and Supply Chain Management (6 ECTS)

Overview: Examines the design, management, and improvement of business operations and supply chains, with attention to digital transformation.

Learning Outcomes: Analyze operations processes · Design supply chain strategies · Apply lean and quality management principles · Understand digital operations.

6.15 Human Resource Management (6 ECTS)

Overview: Introduces HRM principles, including recruitment, performance management, development, and employee relations, with attention to digital HR tools.

Learning Outcomes: Understand core HRM functions · Apply recruitment and selection methods · Design performance management approaches · Understand employment law fundamentals.

6.16 Business Research Methods (6 ECTS)

Overview: Develops skills in research design, data collection, analysis, and reporting for business contexts. Prepares students for the Year 3 capstone.

Learning Outcomes: Design a business research project · Select appropriate research methods · Analyze qualitative and quantitative data · Communicate research findings.

6.17 Professional and Career Development (6 ECTS)

Overview: Prepares students for professional practice, including career planning, professional communication, networking, and personal branding. Offered as an elective or integrated into the core provision.

Learning Outcomes: Develop a career plan · Build a professional digital portfolio · Communicate professional value · Understand workplace expectations.

6.18 Capstone Dissertation / Project (12 ECTS)

Overview: A substantial independent research or applied project in the student's chosen specialization, demonstrating integration of program learning.

Learning Outcomes: Design and execute an independent project · Apply research methods · Analyze findings critically · Present conclusions professionally.

7. Electives

Students select three electives (6 ECTS each) from the following:

Elective	ECTS	Content
Digital Marketing Strategy	6	SEO, social media, content marketing, analytics
Corporate Governance and Ethics	6	Board structures, stakeholder theory, ethical frameworks
International Finance	6	Exchange rates, international capital markets, risk management
Business Intelligence and Visualization	6	Data warehousing, dashboards, storytelling with data
Sustainable Business and ESG	6	Environmental, social, governance frameworks; sustainability reporting
Negotiation and Conflict Resolution	6	Negotiation theory, practice, cross-cultural negotiation
Project Management	6	Project lifecycle, agile and traditional methods, risk
Innovation Management	6	Innovation processes, open innovation, technology transfer

8. Assessment Framework

8.1 Assessment Principles

1. Outcome-based — every assessment item maps to defined learning outcomes

2. Authentic — tasks reflect real professional practice
3. Transparent — criteria and weightings published in advance
4. Secure — proctoring and identity verification for high-stakes assessments
5. Formative and summative — ongoing feedback plus formal assessment

8.2 Assessment Methods

Method	Weight	Description
Coursework assignments	40%	Essays, reports, case analyses, projects
Online quizzes	20%	Formative and summative knowledge checks
Participation and discussion	10%	Engagement in online forums and live sessions
Examinations	30%	Proctored online examinations for core modules

8.3 Pass Requirements

Requirement	Threshold
Overall module score	≥40% (UK standard)
Core modules	≥40%
Capstone project	≥50%

8.4 Resubmission

Candidates may resubmit failed assessments once within 30 days. Failure after resubmission requires module repetition.

9. Delivery and Operations

9.1 Student Support

- Academic advising and mentoring
- Writing and study skills support
- Technical support during live sessions
- Career services and employer engagement
- Accessibility accommodations

9.2 Delivery Model

Aspect	Specification
Mode	100% online
Live sessions	Weekly synchronous classes (recorded)
Self-paced study	Asynchronous content on LMS
Class size	25–35 students
Language	English
Support	Academic tutoring, technical helpdesk, library access

9.3 Technology Infrastructure

Component	Purpose
Learning Management System	Course delivery, content, discussion
Virtual Classroom	Live sessions (Zoom/Teams)
Assessment Platform	Proctored examinations
Student Portal	Registration, grades, support
Digital Library	E-journals, databases, e-books

10. Admission Requirements

10.1 Standard Entry

Requirement	Detail
Age	18 years or older
Education	Swiss Baccalaureate, International Baccalaureate, A-Level, High School Diploma, Higher Secondary School Certificate or equivalent
English	IELTS 6.0 or equivalent (for non-native speakers)
Digital literacy	Basic computer and internet skills

10.2 Alternative Entry

Candidates with:

- A recognized vocational qualification plus 3 years of relevant work experience
- A completed GTBS/Innoversity EdTech Diploma qualification (with credit recognition)
- Relevant professional experience demonstrating readiness for degree-level study

are considered on a case-by-case basis by the Admissions Committee.

10.3 Credit Recognition

Holders of GTBS EdTech Diploma qualifications may receive credit recognition towards the EdTech specialization track, subject to the Equivalency Committee's determination and the maximum permitted recognition of 60 ECTS.

11. Recognition of Prior Professional Learning (RPL)

GenevaTech Business School recognizes that many professionals entering the BBA program bring substantial, documented learning acquired through professional practice, industry certifications, employer training, and non-degree qualifications. The RPL framework enables such learners to convert validated prior learning into academic credit, reducing the duration and cost of the degree while maintaining rigorous academic standards.

RPL is central to GTBS's commitment to lifelong learning, accessibility, and work-integrated education. It ensures that the BBA is not only a pathway for school-leavers but also a genuine progression route for experienced professionals seeking to formalize and extend their expertise.

11.1 Eligibility for RPL

RPL is available to:

Category	Description
Experienced professionals	Individuals with significant work experience in business, finance, technology, or education
Certified practitioners	Holders of recognized professional certifications (e.g., CFA, PMP, AWS, Microsoft, Cisco, Google, ACCA, CIMA)
EdTech qualification holders	Holders of GTBS/Innoversity EdTech Certification, Diploma, Professional Diploma, or Advanced Diploma
Industry-trained professionals	Individuals with substantial employer-sponsored training and documented competency
Non-degree qualification holders	Holders of higher education qualifications below degree level (e.g., HND, diplomas)
Military, government, and NGO professionals	Individuals with documented leadership, technical, or management training

11.2 Eligibility Thresholds

To be eligible for RPL consideration, candidates must normally demonstrate:

Requirement	Threshold
Minimum professional experience	3 years in a relevant field
Currency of learning	Learning acquired within the last 10 years (unless demonstrably current)
Relevance	Learning must map to BBA learning outcomes
Evidence	Verifiable documentation and/or assessment
English proficiency	IELTS 6.0 or equivalent

12. Conclusion

The proposed online BBA represents a significant strategic extension of GenevaTech Business School's portfolio. By offering three integrated specialization tracks — FinTech, EdTech, and Business — GTBS addresses the growing demand for business graduates who understand both traditional management principles and the technologies transforming industries.