



ENTRY REQUIREMENTS

WASSCE/NECO:

Minimum C6 in 6 subjects including 3 core subjects (**Maths and English mandatory**) and 3 elective subjects.

SSSCE:

Minimum D or a pass in 6 subjects including 3 core subjects (**Maths and English mandatory**) and 3 elective subjects.

IGCSE O-LEVEL & A-LEVEL:

Minimum of 5 credit passes in the IGCSE O-Levels / (**Maths and English mandatory**) and 3 passes in the A-Levels.

ENGLISH IB:

Minimum of 5 credit passes in the IGCSE/O-Levels (**Maths and English mandatory**) and a minimum score of 4 points in 3 Higher Level (HL) subjects.

FRENCH IB:

Minimum of 50% overall average pass. (Results to be presented to NAB for verification) **Maths and English mandatory**

AMERICAN HIGH SCHOOL:

Minimum GPA of 3.0 (**Maths and English mandatory**)

HOW TO APPLY

Complete the online application form:
www.acity.edu.gh/applyonline
OR

Email: admissions@acity.edu.gh

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BUSINESS

BBA Marketing

Students are trained to approach critical marketing concepts with leadership and entrepreneurial mindset, employ effective marketing strategies while taking into consideration innovative technologies that provide organizations with a sustainable competitive edge.

SEMESTER 1**Course Name**

Communication Skills
 Essential Mathematics for Business (With MATLAB)
 French Language
 Fundamentals of Innovation and Entrepreneurship (FIE) Seminar I
 Introduction to Doing Business in Africa
 Introduction to Programming with Python
 Technology and Society

SEMESTER 2**Course Name**

Fundamentals of Innovation and Entrepreneurship (FIE) Seminar II
 Market Intelligence
 Logic and Critical Thinking
 Principles of Management
 Principles of Marketing
 Principles of Microeconomics
 Text and Meaning

SEMESTER 5**Course Name**

Brand Management
 Business Finance
 Digital Marketing
 Communications Strategy I
 Entrepreneurial Strategy and Business Models
 Leadership Seminar II
 Marketing Information Systems
 Management and Organizational Behaviour

SEMESTER 6**Course Name**

Business Law
 Business Research Methods
 Creating Value through Innovation
 Digital Marketing
 Communications Strategy II
 Industry Internship
 Marketing Career In Practice
 Project Management with Risk Analysis

SEMESTER 3**Course Name**

Fundamentals of Innovation and Entrepreneurship (FIE) I
 Global Environment of Business Decisions
 Intellectual Property Law
 Introduction to Digital Analytics
 Leadership Seminar I
 Principles of Macroeconomics
 Quantitative Methods in Business (With MATLAB)

SEMESTER 4**Course Name**

African Studies
 Data Analysis for Decision Making
 Consumer Preference and Behaviour
 Customer Relationship Management
 Entrepreneurial Selling
 Fundamentals of Innovation and Entrepreneurship (FIE) II
 International Entrepreneurship

SEMESTER 7**Course Name**

Customer Experience Design
 Contemporary Issues and Practice in Business
 Elective I
 Interactive Marketing Management
 Project Work I
 The Business Professional

SEMESTER 8**Course Name**

Elective II
 International Marketing
 Project Work II
 Sustainable Marketing
 Sustainable Strategic Management

ELECTIVES**Options for Elective I**

Corporate Brand Identity Design
 Cross-cultural Communication
 Development Finance

Options for Elective II

Marketing of Financial Services
 Social Entrepreneurship
 Tourism Marketing