

INTERNATIONAL UNIVERSITY OF GRAND-BASSAM

School of Business and Social Science

Academic Programs Guide

Empowering the African Leaders of Tomorrow

Welcome from the Dean

Welcome to the School of Business and Social Sciences (BSS) of the International University of Grand-Bassam (IUGB).

Since its establishment, BSS has focused on building a first-rate academic school dedicated to preparing students in Business, Computer Information Systems, Economics, and Political Science. Our objective is not only to provide graduates with the skills required to meet the workforce needs of Côte d'Ivoire and the West African region, but also to prepare them to compete effectively and assume leadership roles in the global community.

Academic programs within BSS, as is the case throughout IUGB, are based on the U.S. model of higher education. Students complete the University's Liberal Arts core curriculum before selecting from a range of bachelor's degree majors and minors offered by the School.

Since May 2014, students enrolled in BSS have had the opportunity to earn IUGB undergraduate degrees, including the Bachelor of Business Administration (BBA), the Bachelor of Arts in Political Science (BAPOL), the Bachelor of Science in Computer Information Systems (BSCIS), and the Bachelor of Science in Economics (BSECO). BSS also offers minors in Business, Computer Information Systems, Economics, Political Science, and International Relations.

Although IUGB now awards its own undergraduate degrees, the University continues to maintain strong collaborations with partner institutions in the United States, Africa, and other regions of the world. These partnerships support faculty and student exchange programs, study abroad opportunities, professional development initiatives, and collaborative academic, research, and teaching activities.

BSS plays a critical role in advancing IUGB's mission of providing a practical, technology-based education aimed at preparing graduates to address the development challenges facing Côte d'Ivoire and the region at large.

We invite you to join us and support our commitment to educating and training the next generation of African and global leaders.

Sincerely yours,

Koffi N'Da, PhD.

Dean, School of Business and Social Science
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Overview of BSS

The School of Business and Social Science (BSS) provides high quality education in business and other social sciences including economics, computer information systems, political science and international relations.

Mission

The mission of BSS is to empower the African leaders of tomorrow by providing an internationally recognized higher education through technology-enhanced, English-medium instruction in fields critical to the development of Côte d'Ivoire, West Africa, and the African continent as a whole, including business, entrepreneurship, economics, information technology, international relations, and politics.

Strategic Goals

In alignment with its mission of offering quality education, BSS has set the following strategic goals:

- Deliver competitive, relevant, innovative and market-driven education in business, economics, information technology, political science and international relations
- Provide instruction and research promoting entrepreneurship, critical thinking, problem-solving abilities, global access, and community service
- Model and provide instruction in ethical business practices
- Be a think tank for sustainable solutions to the region's developmental, technological and environmental problems

Academic Structure

The school of BSS comprises four key departments: Humanities and Social Sciences, Business Administration, Economics, and Political Science. Each department offers distinctive programs and courses designed to develop leadership, analytical, and critical thinking skills.

Undergraduate Programs

BSS offers programs that lead to Bachelor degrees in various disciplines:

- Bachelor of Business Administration (BBA) with concentrations in Accounting, Economics, Entrepreneurship, Finance, Management and Marketing
- Bachelor of Science in Computer Information Systems (BS CIS)
- Bachelor of Science in Economics (BS ECO)
- Bachelor of Arts in Political Science (BA POL)

Curriculum Design

Each undergraduate program at BSS follows a well-structured academic design that promotes both breadth and depth of learning. The curriculum consists of University core courses, BSS requirement courses, Major requirement courses, and concentration or minor courses.

Capstone Project & Internship

All Bachelor's degree students are required to complete a Capstone Project and an approved Internship Experience. The Capstone Project is a supervised, final-year research or applied project. The Internship Experience provides practical workplace exposure over a minimum of two months.

CIMA Partnership

IUGB has established a partnership with the Chartered Institute of Management Accountants (CIMA) to offer professional accounting certifications, granting students access to globally recognized credentials.



Department of Business Administration

The Department of Business Administration prepares future leaders to navigate a dynamic, technology-driven global economy.

Bachelor of Business Administration (BBA)

Program Description

The BBA program combines management theory, analytical decision-making, and digital-era business practices to prepare graduates for leadership roles in various sectors.

Concentrations

- **Accounting:** Financial reporting, auditing, taxation, and professional certifications (ACCA, CIMA, CPA)
- **Economics:** Advanced micro/macroeconomics, econometrics, economic development, international trade
- **Entrepreneurship:** Innovation, venture creation, design thinking, digital innovation, social impact
- **Finance:** Corporate finance, financial markets, banking, FinTech, risk management
- **Management:** Leadership, digital transformation, HR management, operations, international business

Career Prospects

- Financial Accountant, Auditor, Tax Consultant, Management Accountant
- Startup Founder, Innovation Manager, Business Development Consultant
- Financial Analyst, Portfolio Manager, FinTech Product Manager
- Marketing Manager, Digital Marketing Strategist, Brand Manager
- Operations Manager, HR Specialist, Supply Chain Analyst

Bachelor of Science in Computer Information Systems

The BS CIS program provides a unique combination of business and information technology skills for designing and managing information systems.

Program Learning Outcomes



- Design, develop, implement, and manage information systems using contemporary technologies
- Apply core business principles to enhance organizational efficiency through technology
- Plan, manage, and lead IT projects with best practices
- Demonstrate professional responsibility and ethical reasoning in technology



Department of Economics

The Department of Economics promotes a deep understanding of economic theory, quantitative analysis, and policy applications.

Bachelor of Science in Economics (BS ECO)

The BS ECO program aligns modern economic theory with robust quantitative skills, preparing students for professional challenges and advanced graduate studies.

Concentrations

- **Econometrics and Data Science:** Data wrangling, panel data analysis, financial time series, machine learning
- **Financial Economics:** Corporate finance, financial econometrics, derivatives, portfolio management
- **Agricultural Economics:** Farm management, agribusiness finance, environmental economics

Career Prospects

Career opportunities include Economist, Environmental Economist, Financial Advisor, Financial Analyst, Statistician, Operations Research Analyst, and positions in banking, industry, government, and international organizations.



Department of Political Science

The Department of Political Science engages students in the study of politics, governance, and international relations.

Bachelor of Arts in Political Science (BA POL)

The BA POL program provides rigorous and interdisciplinary education in politics, governance, and public policy at local, national, and international levels.

Unique Characteristic

Students can choose a minor (18 credits) which counts towards the degree, helping them gain skills in additional areas of interest.

Recommended Minors

- **International Affairs:** Diplomacy, trade, security, human rights
- **Development Studies:** Poverty, inequality, conflict, development solutions
- **Environmental Sustainability & Food Security:** Environmental policy, sustainable food systems

Career Prospects

- **Government and Public Service:** Policy analysts, civil servants, elected officials
- **Law:** Attorneys, legal professionals
- **International Relations:** Diplomats, intelligence analysts
- **Non-profits and Advocacy:** NGOs, community organizations
- **Media and Communications:** Journalism, public relations
- **Business and Finance:** Consulting, corporate government relations

Minor Programs

BSS offers a comprehensive range of minors for students majoring in other disciplines:

Available Minors

- **Accounting (ACT):** Financial reporting, auditing, taxation
- **Business Administration (BUS):** Basic business administration skills
- **Computer Information Systems (CIS):** Business-oriented information systems
- **Economics (ECO):** Economic theory and analysis
- **Entrepreneurship (ENT):** Venture creation and innovation
- **Finance (FIN):** Financial analysis and management
- **International Relations (INR):** Global affairs and diplomacy
- **Management (MGS):** Leadership and organizational management
- **Marketing (MKT):** Consumer behavior and marketing strategies
- **Political Science (POL):** Political theory and governance

Additional Interdisciplinary Minors

- **History:** African civilizations and global historical connections
- **Development Studies:** Global development challenges and solutions
- **Environmental Sustainability & Food Security:** Sustainable food systems and environmental policy