



# **BACHELOR OF BUSINESS ADMINISTRATION**

**Awarded by EIE, Malta**

Duration 36 Months



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## Message from The Education Director's Desk

Dear Learner,

I extend a warm welcome to you as you consider embarking on a transformative educational journey with SNATIKA. Our commitment to excellence in education is unwavering, and I am thrilled to introduce you to our esteemed Bachelor's Degree programs.

At SNATIKA, we have partnered with the renowned eie Institute of Education to offer Bachelor of Arts (BA) degrees in three specialized fields: Business Administration, Accounting & Finance, and Tourism and Hospitality Management. EIE Institute of Education, a recognized name in higher education, is accredited by the Malta Further and Higher Education Authority (MFHEA), ensuring the highest standards of education and credibility.

Our BA in Business Administration equips you with a comprehensive understanding of various business functions, preparing you for dynamic leadership roles. The BA in Accounting & Finance empowers you with financial acumen and strategic insights to thrive in the competitive financial landscape. For those drawn to the vibrant world of Tourism and Hospitality, our BA in Tourism and Hospitality Management hones your skills in delivering exceptional customer experiences and event management.

Through cutting-edge curriculum, expert faculty, and modern facilities, SNATIKA and eie Institute of Education collaborate to provide you with a holistic education that fosters personal and professional growth. Your journey with us will not only lead to a prestigious European Bachelor's Degree but also set you on the path to a successful career.

As you explore your options, consider the unique strengths and opportunities each program offers. We invite you to embrace this chance to realize your potential and achieve your dreams.

Welcome to SNATIKA and eie Institute of Education, where knowledge meets accomplishment.

Regards

**Premjit Biswas**  
Director of Education

# Message from eie Desk



Dear Prospective Students,

I am thrilled to extend a warm welcome to you as the CEO of eie Institute of Education, your gateway to a world-class education. We are excited to announce our partnership with SNATIKA, which enables you to embark on a transformative educational journey that leads to an eie Bachelors degree, accompanied by a plethora of advantages.

At eie, we understand the evolving needs of today's learners, and our partnership with SNATIKA's online programmes, is meticulously designed to offer you a flexible and immersive educational experience.

Here are some of the key advantages of choosing eie for your online education:

- **European Excellence:** By choosing eie, you are not just pursuing a degree; you are gaining access to a European education system renowned for its quality and innovation. Our degrees are globally recognised, providing you with a competitive edge in the international job market.
- **Flexibility and Convenience:** SNATIKA's online programmes empower you to create a learning schedule that fits your life. Whether you are a working professional or a busy parent, our flexible approach ensures that you can pursue your educational dreams without sacrificing your existing commitments.
- **Diverse and Inclusive Community:** eie fosters a vibrant and inclusive learning community where students from around the world come together to share ideas and perspectives. This diverse environment enriches your educational experience and prepares you for a globally interconnected world.

Now, let's delve into the unique advantages of our Bachelor of Arts in Business Administration (BBA) programmes:

## **BBA at eie:**

- **Holistic Business Education:** Our BBA programme goes beyond textbooks and lectures. We emphasise practical knowledge and skills to ensure you are ready for the dynamic business landscape.
- **Industry-Relevant Curriculum:** The curriculum is designed in consultation with industry experts to ensure that you gain the latest insights and knowledge.
- **Career Advancement:** A BBA from eie equips you with a strong foundation for various career paths, from entrepreneurship to management roles in multinational corporations.

In conclusion, eie Institute of Education is committed to shaping the future leaders of tomorrow. With our online programmes in partnership with SNATIKA, you can access European excellence, embrace flexibility, and gain a competitive edge with a European degree. Our BBA programmes are designed to prepare you for success in the business world.

Your journey towards a brighter future begins here at eie. Join us, and together, we will reach new heights of knowledge, skills, and opportunities.

If you have any questions or need further information, please don't hesitate to reach out. We are here to support you on your educational journey.

Warm regards,

**Dr. Antonello Cappitta**  
CEO, eie Institute of Education

# SNATIKA

**B**ack in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future. The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Diploma/Certificate, moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create an online platform where they could pursue their Degree, Diplomas



or Certificates without quitting their jobs, moving away from their families, or getting into debt without a source of income. This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised degree/diploma/ certificate to make it to the top. We partnered with reputed international education institutions to provide our learners with academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquets of programs exclusively for senior professionals across different domains.

Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs on our state-of-the-art Learning Management System.

# Count on Our Qualifications

**ISO**  
9001:2015  
Certified

Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."



Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees – Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.



The European Institute of Education (eie) is a licensed Higher Education Institution accredited by the Malta Further & Higher Education Authority eie has partnered with prestigious institutions worldwide to develop flexible learning programs, offering qualifications from EQF Levels 5 to 7. Located in the vibrant town of St. Julians along the Maltese coast, eie's campus boasts stunning Mediterranean Sea views from every lecture room, overlooking the picturesque Balluta Bay.

SNATIKA learners are awarded MBA and BBA degree from eie.



OTHM, UK, is an awarding body which is approved and regulated by Ofqual – Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.



QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.



Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.



The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.



London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.



## eie Institute of Education

eie -The European Institute of Education (eie) is a licensed Higher Education Institution accredited by the Malta Further & Higher Education Authority (Licence No: 2005-TC-001). eie has partnered with prestigious institutions worldwide to develop flexible learning programs, offering qualifications from EQF Levels 5 to 7. With over 22 years of collaboration with international universities and educational organizations, eie is also an accredited study center for reputable awarding bodies.

Located in the vibrant town of St. Julians along the Maltese coast, eie's campus combines convenience and beauty. St. Julians is a hub for entertainment, dining, financial services, and international gaming companies. The campus boasts stunning Mediterranean Sea views from every lecture room, overlooking the picturesque Balluta Bay.

As a founding partner of the European Hospitality Educational Alliance, eie leads in promoting practical hospitality, tourism, gastronomy, and hotel management courses. Students gain hands-on experience at established hotels and restaurants in Malta, often securing employment after completing their qualifications. Additionally, eie's global reach extends to nine international schools in six different countries, managed by eie International.

The Malta Further and Higher Education Authority (MFHEA) is the principal regulatory body overseeing further and higher education in Malta. Its primary mandate is to ensure the quality and standards of education and training providers operating within the country. To achieve this, the MFHEA issues licenses and accreditations to educational institutions, including universities, colleges, and vocational training centers. These approvals are granted after rigorous assessments of curriculum, faculty qualifications, and resources.



**Malta  
Further & Higher  
Education Authority**

Furthermore, the MFHEA is responsible for the recognition of qualifications awarded by Maltese institutions, both nationally and internationally. It actively monitors and audits institutions to ensure their ongoing compliance with quality benchmarks. By engaging with stakeholders, collaborating internationally, and promoting quality enhancement, the MFHEA plays a pivotal role in upholding the excellence of Maltese education and facilitating global recognition of Maltese qualifications.

# SNATIKA Bachelors Program in Business Administration - eie Institute of Education

## Brief about the program

SNATIKA and the esteemed eie Institute of Education introduce a comprehensive Bachelor of Arts in Business Administration (BBA) program, equipping learners with vital business knowledge. Over 36 months, Year 1 covers Academic Writing, HR Management, CRM, Marketing, and Operations. Year 2 delves into Finance, Research Methods, Leadership, and Business Economics. Year 3 explores Organizational Behavior, Business Ethics, and culminates in Business Research Projects, resulting in a well-rounded BBA degree.

Our BBA program blends SNATIKA's advanced delivery and eie Institute of Education's excellence, offering a transformative journey. Affordable tuition and flexible payments make business education accessible. Enroll now for a rewarding business career with SNATIKA and EIE Institute of Education, earning a prestigious European Bachelor's Degree.

## Eligibility

The eligibility criteria for the Bachelors Program is:

- A Levels/ Grade 12/ Any Equivalent Qualification

## Overview

The program spans 36 months, offering learners the flexibility to study at their own pace and convenience, ultimately earning them an esteemed International Academic Qualification. Additionally, successful completion of this program opens doors for learners to pursue relevant Master's programs in the future.

It's important to note that SNATIKA learners are conferred with a prestigious BA degree from eie Institute of Education, marking their academic achievement.

## Who is it meant for?

Bachelors Program in Business Administration is ideal for:

- High School Graduates
- Career Starters
- Aspiring Entrepreneurs
- Business Professionals

## 1<sup>st</sup> Year - Units Covered

- Academic Writing and Research Skills (12 ECTS)
- Communications in Business (12 ECTS)
- Leadership and Business Management (12 ECTS)
- Strategic Human Resource Management (12 ECTS)
- Marketing for Managers (12 ECTS)



# Program Overview

## Unit Specifications

### YEAR 01

#### Unit 1: Academic Writing and Research Skills

##### Unit Aims

This unit has been developed to equip learners with the necessary knowledge, skills, and competences to be able to carry out academic research and writing autonomously and in an effective manner. It will allow learners to become knowledgeable about various research approaches as well as best writing techniques depending on the task they are carrying out.

##### Learning Outcomes

- Define and analyze 'academic writing' and 'research skills' critically.
- Discuss and analyze Kolb's Learning Cycle critically.
- Reflect on effective self-assessment skills critically.
- Analyze reflective practice's importance in academic writing and research critically.

#### Unit 2: Communications in Business

##### Unit Aims

This unit imparts business communication knowledge, essential for effective organizational interaction and team management. Learners explore diverse communication methods applicable in business contexts.

##### Learning Outcomes

- Practice positive and mindful communication, fostering an open environment for clarity and understanding.
- Effectively convey decisions and changes, providing prompt, helpful feedback to employees.
- Be attentive to both verbal and non-verbal cues in communication.
- Utilize feedback techniques, accepting constructive criticism, while maintaining transparent and clear communication.



#### Unit 3: Leadership and Business Management

##### Unit Aims

This unit equips learners with essential skills to effectively manage organizations, covering diverse leadership styles, distinguishing leadership from management, comprehending the management process, and assessing their impact on organizational culture, performance, and success.

##### Learning Outcomes

- Communicate effectively in meetings, consultations, interviews, networking, and counseling with various stakeholders.
- Apply problem-solving skills gained in the program.
- Utilize emotional intelligence for effective leadership and team management.
- Discuss the importance of planning, organizing, leading, and controlling in effective management.



## Unit 4: Strategic Human Resource Management

### Unit Aims

This unit will equip learners with the necessary skills and knowledge to effectively align the human resource with the overall strategy of the organisation. Learners will be exposed to the objectives of aligning such a plan with the strategy and outline the functions and role of human resource management within organisations.

### Learning Outcomes

- Evaluate contemporary HR theories, practices, and their relevance in modern organizations.
- Understand employee recruitment, selection, and their strategic implications for organizational success.
- Grasp the significance of reward, appraisal, development, and their impact on employee motivation.
- Identify employee involvement's importance, fostering engagement and improved decision-making.

## Unit 5: Marketing for Managers

### Unit Aims

This unit imparts knowledge of diverse global marketing tools and techniques. Learners grasp marketing's significance in product, service, and organizational success, alongside exploring market research and planning.

### Learning Outcomes

- Understand marketing's role in organizational success and the overall operating environment.
- Assess trends and challenges in contemporary marketing faced by marketers in various industries.
- Demonstrate in-depth knowledge of the marketing mix: product, place, promotion, and price.
- Apply a range of marketing communication methods, including advertising, sales promotion, events, and more.

## 2<sup>nd</sup> Year - Units Covered

- Operations Management (12 ECTS)
- Customer Relationship Management (12 ECTS)
- Financial Management (12 ECTS)
- Organisational Behaviour and Performance (12 ECTS)
- Research Methods (12 ECTS)

**YEAR 02**

## Unit Specifications

### Unit 6: Operations Management

#### Unit Aims

This unit allows learners to acquire the necessary knowledge and understanding of the principles of operations management. Learners will be able to understand how operations management affect the performance of organisations and ultimately its overall success.

#### Learning Outcomes

- Define 'operations' and 'operations management' and critically discuss their significance in organizational success.
- Recall supply chain management's role, defining terms like 'value chain,' 'procurement,' and more.
- Identify optimal approaches to designing and developing effective operations within organizations.
- Define and critically analyze the concept of 'planning and control' in operations management.



## Unit 7: Customer Relationship Management

### Unit Aims

This unit imparts customer-centric knowledge, emphasizing effective customer management's pivotal role in organizational success. Learners explore diverse customer relationship philosophies, processes, value models, and customer understanding.

### Learning Outcomes

- Apply critical thinking and problem-solving in customer interactions across organizations.
- Conduct comprehensive customer relationship management analyses.
- Transparently communicate research findings.
- Utilize tools like the balanced scorecard for analytical customer relationship management.

## Unit 8: Financial Management

### Unit Aims

This unit imparts comprehensive knowledge of finance theories and practices. Learners gain essential skills for finance management, including forecasting, planning, capital, and budgeting. Equip yourself with crucial financial competencies for effective managerial decision-making.

### Learning Outcomes

- Understand financial department functions and managerial roles within organizations.
- Grasp working capital and time value of money concepts.
- Discuss ethics' significance in finance management.
- Apply financial tools like payback period, net present value, and internal rate of return.

## Unit 9: Organisational Behaviour and Performance

### Unit Aims

This unit explores factors impacting organizational behavior and performance. In the module's first part, learners understand organizational behavior influencers. Additionally, they grasp performance influencers and behavior-performance connections.

### Learning Outcomes

- Apply various leadership styles depending on the situation and the requirements
- Use various models to improve the performance of the organisation and the employees

- Use tools such as PESTLE, SWOT and Porter's Five Forces to critically analyse the competitive environment within which an organisation operates
- Practice effective use of key performance indicators and critical success factors to measure organisational performance.



## Unit 10: Research Methods

### Unit Aims

This unit equips learners with skills for designing and developing research projects. It covers various research methods, paradigms, and ethical considerations essential for conducting effective research in diverse fields.

### Learning Outcomes

- Proficiently apply qualitative and quantitative research techniques for comprehensive research projects.
- Analyze gathered information efficiently.
- Evaluate strengths and weaknesses of both techniques.
- Source, analyze, and critically assess literature from diverse sources for comprehensive research.

## 3<sup>rd</sup> Year - Units Covered

- Sustainable Business Practice (12 ECTS)
- Business Economics (12 ECTS)
- Business Ethics & Corporate Social Responsibility (12 ECTS)
- Business Research Projects (24 ECTS)

**YEAR 03**

## Unit Specifications

### Unit 11: Sustainable Business Practice

#### Unit Aims

This unit enlightens learners about the rising significance of sustainable business practices, driven by the demand for eco-friendly products. It covers methods to minimize environmental harm while enhancing profits, emphasizing positive social, governance, and environmental impacts by organizations.

#### Learning Outcomes

- Apply various environmental sustainability practices within a business context.
- Use technology to facilitate sustainable business practice
- Measure the impact that sustainable business practice has on the overall organisation.
- Apply effective leadership techniques to aid in the implementation of sustainable business practice.



### Unit 12: Business Economics

#### Unit Aims

This unit exposes learners to the core principles of economics and how they can be applied within a business context. This module shall therefore allow learners to analyse economics from a managerial perspective and comprehend how economic behavior influences decision making within organisations.

#### Learning Outcomes

- Prepare effective supply and demand curves according to the requirements.
- Use various tools used by managers to understand and comprehend customer preferences and demands such as conjoint analysis.
- Apply basic cost and costs structures to effectively comprehend market structures.
- Demonstrate the links between cost, profits, and revenues in organisations and examine the impacts of price changes in the market.



### Unit 13: Business Ethics and Corporate Social Responsibility

#### Unit Aims

This unit allows learners to fully comprehend the important role that CSR and ethics play in the overall success of an organisation. Learners shall be exposed to various issues in ethics which managers face at the place of work.

#### Learning Outcomes

- Differentiate environmental, ethical, philanthropic, and economic corporate social responsibilities.
- Evaluate ethics theories, identify workplace influences, and ensure ethical behavior.
- Analyze internal and external stakeholder interactions using diverse tools.
- Manage diverse workforces using effective leadership and management strategies.

## Unit 14: Business Research Project

### Unit Aims

In this unit, learners evaluate organizational challenges using acquired tools and knowledge. They apply models, skills, and business insights to analyze and propose effective solutions for current business issues or opportunities.

### Learning Outcomes

- Reflect on sourcing accurate information from secondary data sources critically.
- Analyze and choose suitable research methodologies and methods for specific research questions.
- Justify the chosen research method's relevance to the research question effectively.
- Critically assess and apply diverse data analysis techniques, ensuring research integrity and accuracy.



## What will you earn?



**Disclaimer:** The above images are for reference purposes only.

# ADMISSION PROCESS

SNATIKA Masters' Program follows a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Masters' program given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.

## STEP 01

### VISIT [WWW.SNATIKA.COM](http://WWW.SNATIKA.COM)

Choose the program relevant to your work experience and click on the **Enroll Now** icon.

## STEP 02

### CREATE YOUR PROFILE

Create your profile by filling up the Registration form and verifying your email.

## STEP 03

### SUBMIT ADMISSION APPLICATION FORM

Fill up the Admission Application form and upload requested documents (These would be your educational qualification and work experience related testimonials).

## STEP 04

### APPLICATION CONFIRMATION

You will receive an application confirmation email from us within five days else you will be requested to share some more documents or information.

## STEP 05

### INTERVIEW

Post application confirmation you will need to undergo an interview with a senior member of the SNATIKA academics team to assess your suitability for the program.

## STEP 06

### ADMISSION OFFER LETTER

If you clear the interview then you'll receive your Admission Offer Letter within 2 days.

## STEP 07

### PAYMENT OF FEE

You will need to pay the fee within 5 days of receiving the admission offer email. Please visit our website ([www.snatka.com](http://www.snatka.com)) to check the updated fees for the respective programs. This will allow us to confirm your admission for the current intake.

## STEP 08

### ADMISSION CONFIRMATION

On receipt of the Program Fee, you would receive your Admission Confirmation for your program.

## STEP 09

### LOG IN TO SNATIKA LMS

Your access to the SNATIKA LMS would be enabled on the batch start date.



# INFORMATION

## State of the Art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

## The SNATIKA Pedagogy

Our Bachelors programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

## PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.

## Session Dates

Aspiring candidates may join in any one of our yearly sessions. You can check our website for current information on the closing date of admissions and the batch start date ([www.snatika.com](http://www.snatika.com)).

## Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis.

## Program Format- Online

The entire duration of the master's program is delivered through our state-of-the-art LMS (Learning Management Systems).

Your entire learning journey will be managed and recorded by our LMS. You can access your program content, take quizzes, upload assignments and raise tickets for queries.

## Duration of the Program

The duration of the program is 36 months.

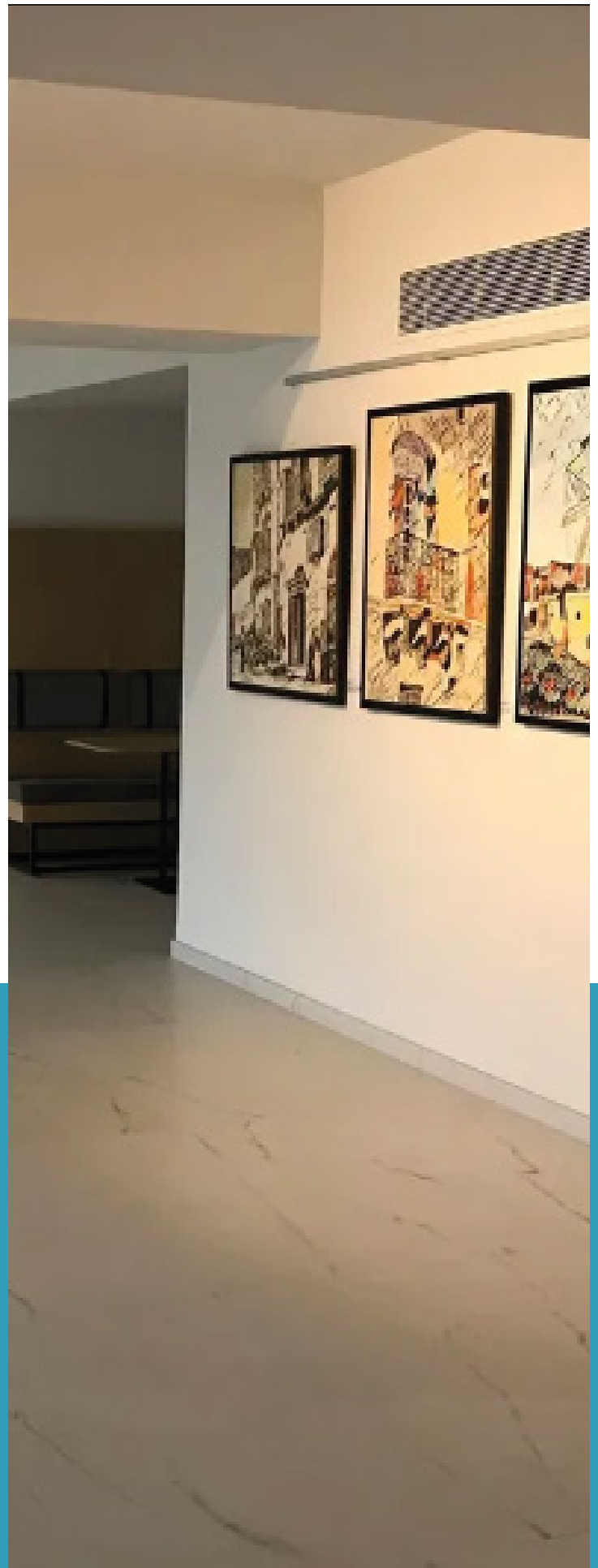
This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

## Program Fees

Please visit our website to check the updated fees for the respective programs ([www.snatika.com](http://www.snatika.com)).

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.



# SNATIKA

provides the following Bachelor's  
(BA) programs from eie

BA

BA in Accounting & Finance

BA in Tourism & Hospitality Management



**SNATIKA**<sup>TM</sup>  
Boosting Careers of Professionals



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