



**MARCONI**  
International University

MIAMI, FLORIDA



# BACHELOR OF SCIENCE IN **BUSINESS** **ADMINISTRATION**

Become the new generation  
of business professionals that will lead  
the future of global organizations.



# A US-Accredited Bachelor of Science in Business Administration

## LENGTH

**4 Years**

## LANGUAGE

**English or Spanish**

## TOTAL CREDITS

**120 US  
Credits**

## INTAKE

**Spring,  
summer & fall**

## MODALITY

**Online or  
On Campus**

## LOCATION

**Online or  
Miami Campus**

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# A University for the Real World

MIU's mission is to **provide innovative and affordable high-quality** degree programs and learning opportunities to students worldwide.

A commitment to excellence and quality inspires our programs that prepare students to **face global challenges and successfully apply their academic knowledge to real-life situations.**

As part of Proeduca Group, global leader in online education, MIU's **innovative educational model** integrates advanced technology with a personalized and high-quality education.



## Proeduca

KEY FIGURES

**48.000+**

STUDENTS  
EVERY YEAR ONLINE  
& ON CAMPUS

**90+**

NATIONALITIES IN OUR  
STUDENTS NETWORK

**8**

INTERNATIONAL  
OFFICES AROUND  
THE GLOBE

# Reasons to Study at MIU



## A US-Accredited Degree. License And Accreditation

Studying in the United States offers the opportunity to enter the international labor market through the “front door,” as a qualification from the USA offers a competitive advantage in many countries.

MIU is licensed by the Florida Department of Education’s Commission for Independent Education ([www.fldoe.org](http://www.fldoe.org)) and is accredited by ACICS – Accrediting Council for Independent Colleges and Schools ([www.acics.org](http://www.acics.org)).



## Scholarship opportunities and flexible tuition plans

At MIU, we are committed to helping as many people as possible access university education. For this reason, we provide a number of scholarships based on merit and potential. Additionally, MIU offers a special payment plan, allowing students to finance their studies with flexibility.

Do not put your education on hold!

**82%+**  
FACULTY HOLD  
A PROFESSIONAL  
DOCTORATE  
DEGREE



## Qualified international faculty

In our mission to make MIU the university for the real world, our international faculty balances the business and academic worlds, generating and disseminating knowledge that can be applied to all types of businesses.



## Online educational leadership

At Proeduca Group, our values come from the belief that we can use innovation and technology to break boundaries, benefitting people around the world by providing access to high-quality education. MIU benefits from the group’s prestigious online educational model, which is based on 4 key pillars:

- Extensive learning resources, allowing for self-study and deep diving in areas of interest.
- An exclusive personal tutor who, from day one, supports and guides the student throughout the entire academic process (Administration, Academics, Technology, etc.)
- Live online classes. Well-structured, interactive, and faculty-led, they are a true extension of the traditional classroom experience. They will always be recorded and can be accessed anytime through the online campus.
- Continuous evaluation system, for a progressive and continuous learning process.

# Student Profile

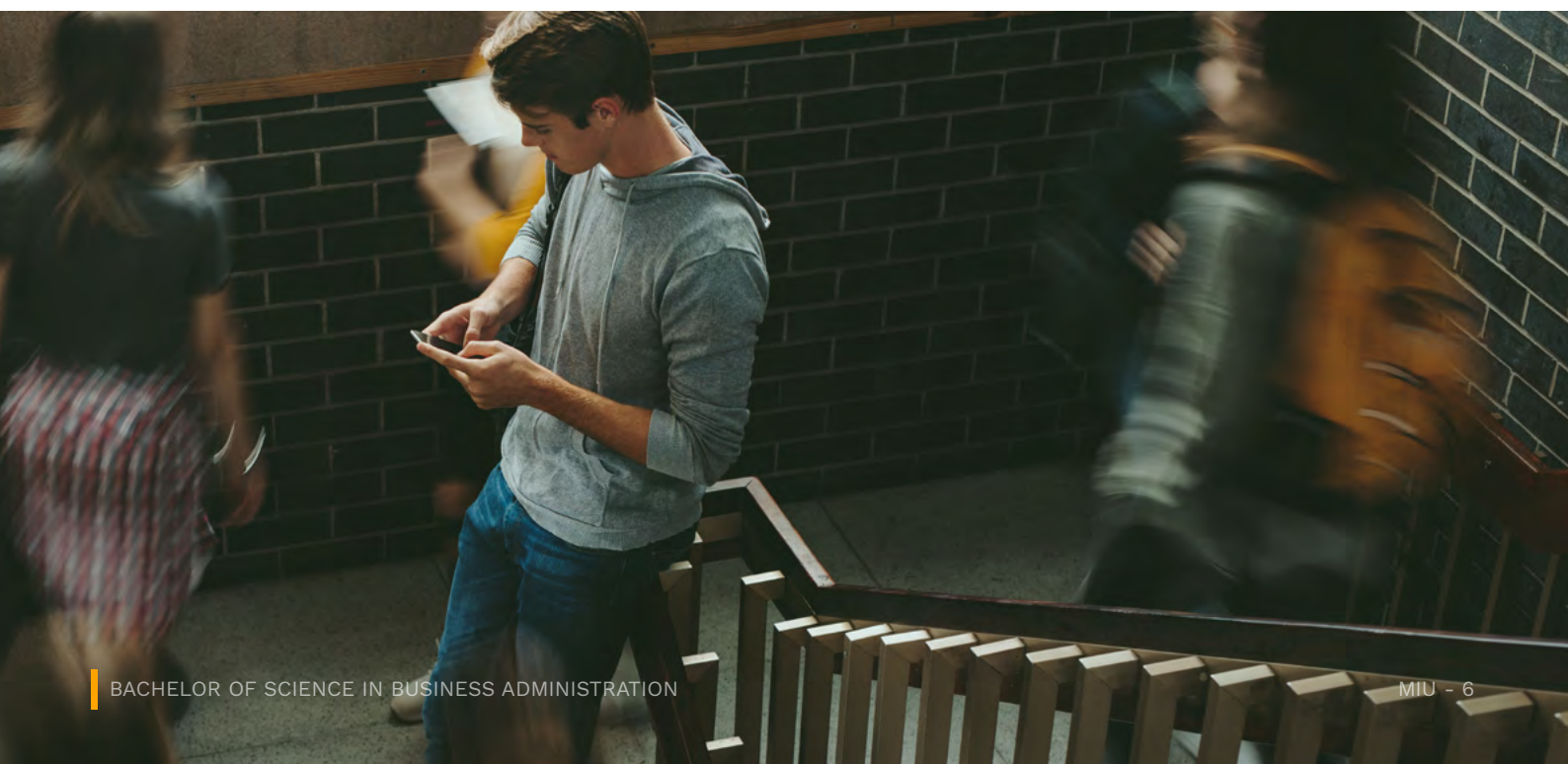
The Bachelor of Science in Business Administration is for you if...

- You are looking for a sure path to success with an **international and American-certified** program, designed to train the new generation of business professionals.
- You want to **develop the business and management competencies** you need to have a rising career at a global level and have an impact in the world.
- You wish to **gain a global outlook**. The BBA program is globally focused thanks to our international academic approach and MIU truly diverse community -faculty and students- inspiring and challenging to consider new perspectives.
- You expect to be prepared for real life by **putting solid business foundations into practice**. You will find the perfect balance between academic learning and real business practice that will allow you to experience the dynamics that define the business world.

**35+**  
NATIONALITIES

**29**  
AVERAGE AGE

**Diverse**  
PROFESSIONAL  
BACKGROUNDS  
THAT ENRICH  
THE DIALOGUE  
AND EDUCATIONAL  
EXPERIENCE



# The Future: Your Career

Graduates from our master will have greater opportunities to stand out. Once you finish your degree, you'll be ready to continue your career in a wide range of areas.



## Consulting

As a consultant, you will be able to advise businesses and organizations on how to optimize their strategies. You will also conduct research and collect data to understand organizations and how they operate. You will have the opportunity to work with different stakeholders in a wide variety of consultancy projects and fields, and implement business solutions across all business functions and areas.

## National and Multinational Companies

You will be able to make an impact working in diverse business areas like finance, accounting, marketing, sales, operations, and human resources, among others. You will be able to follow a career path that focuses on a specific area, becoming a successful professional.

↔ MIU offers a Career Service Department, always at your disposal.

**A WORLD OF  
OPPORTUNITY**  
WITH OUR BBA

# Welcome to Your Transformation Journey →





# The Program

The Bachelor of Science in Business Administration is an innovative and international program that will help you develop the business and management competencies you need to succeed in your career.

We provide a diverse environment, with connections to the business world, where you will learn from experts the knowledge and leadership skills to launch your career at a global level.

## What is Business Administration at MIU?



### International Approach

Study and analyze cases and examples of global scale in an international setting.



### Innovative Learning

Tools and methodologies that redefine how business is studied.



### Business Experience

We are fully committed with connecting theory to practice through our practical classes and the final project.

# Study Plan

<b>PRE-PROGRAM</b>	4 Weeks	→ Soft Skills Track & Onboarding Plan
<b>FIRST YEAR</b>	1st Semester	→ English Composition I (3 credits) → College Mathematics I (3 credits) → Sociology (3 credits) → Advanced Writing Techniques (3 credits)
	2nd Semester	→ English Composition II (3 credits) → College Mathematics II (3 credits) → General Psychology (3 credits) → Speech (3 credits)
	3rd Semester	→ Macroeconomics (3 credits) → Microeconomics (3 credits) → World History (3 credits) → Statistics I (3 credits)
<b>SECOND YEAR</b>	4th Semester	→ Financial Accounting (3 credits) → Management and Business Administration (3 credits) → Corporate Finance (3 credits) → Financial Mathematics (3 credits)
	5th Sem	→ Business Law (3 credits) → Marketing Foundations (3 credits) → Economics of Innovation (3 credits)
	6th Sem	→ Information Technologies (3 credits) → Business Communication (3 credits)
<b>THIRD YEAR</b>	7th Sem	→ Digital Marketing Strategies (3 credits) → Operation Management (3 credits) → International Economics (3 credits)
	8th Sem	→ Business Ethics (3 credits) → Digital and International Business (3 credits) → Digital Entrepreneurship (3 credits)
	9th Sem	→ Financial Statement Analysis (3 credits) → Strategic Management (3 credits) → Statistics II (3 credits)
<b>FOURTH YEAR</b>	10th Semester	→ Strategic Management II (3 credits) → Comparative Fiscal Systems (3 credits) → Management Skills (3 credits) → Corporate Investment Banking (3 credits)
	11th Semester	→ Economy and International Company Management (3 credits) → Human Resources Management (3 credits) → Business Intelligence (3 credits) → KPIs and Digital Analytics (3 credits)
	12th Sem	→ Business Administration Capstone Project (6 credits)

## TWO FORMATS:



### Online

Online + Video conferences  
+ Forums



### On Campus Miami

Live classes

# Study Plan

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## First Year

The first year is designed to build a foundation for a successful BBA journey through the development of essential knowledge, skills, and personal insights. Students are tested for levels of development, learn about expectations and standards, and become familiar with the values of MIU including global vision, innovation, and real-world application. The curriculum covers key business subjects and introduces essential context and appreciation for the wider world in which business operates.

## Second Year

The second year of the BBA builds on the foundational blocks in year 1, and introduces practical courses which test and develop the student's skills and approach to business. Fundamentals subjects become more complex and there is a strong element of finance and numeracy. It also includes the introduction of technology courses.

## Third Year

Students will continue with subjects such as strategy, finance and economics, and supply chain management which build on the foundational courses of the first two years. These subjects benefit from the knowledge and experiences in the first half of the BBA.

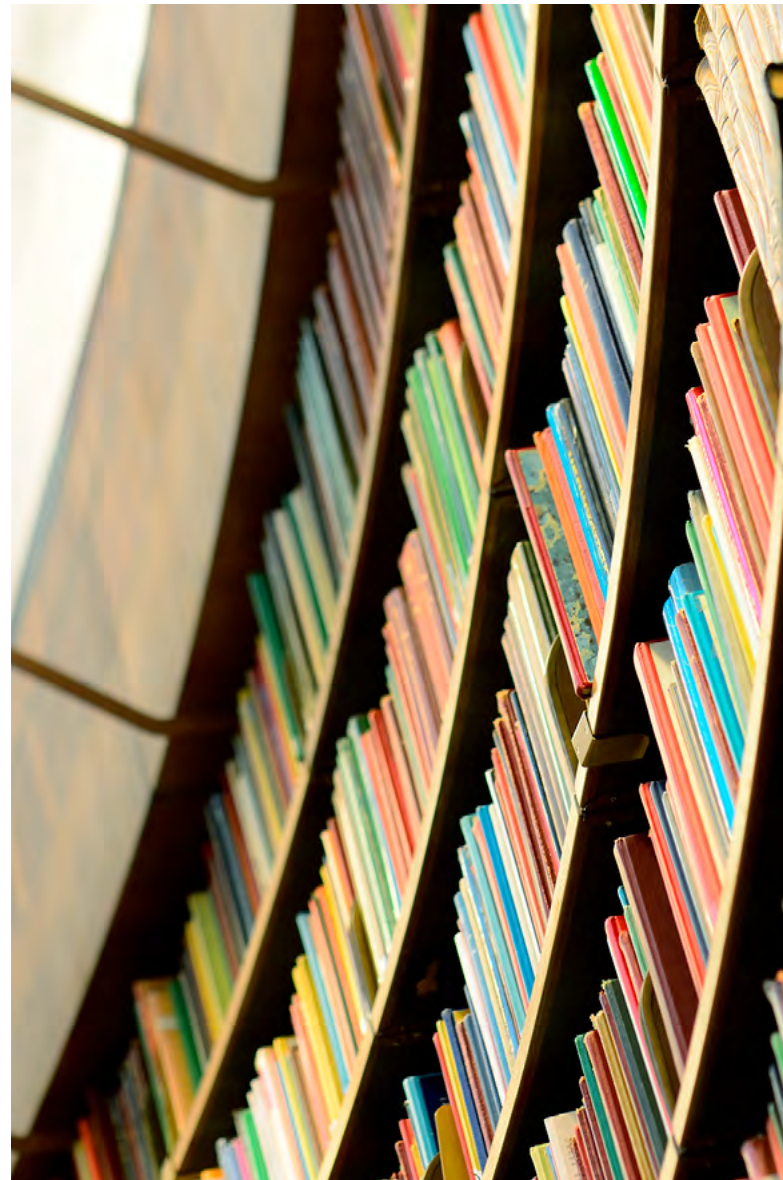
The third year of the BBA introduces a strong element of digitalization which shows the University commitment to cross-disciplinary learning and insight into innovation.

## Fourth Year

Core courses are available in semesters one and two, followed by a final semester which includes the Business Administration Capstone Project.

The final year allows deep-diving into the fundamental courses related to the different areas of management (strategy, economy, HR) and broadening knowledge on new subjects and skills (fiscality, investment, business intelligence, analytics...)

During the Capstone Project, students will apply knowledge into practice by completing a research project utilizing the skills and knowledge that they gained through their BBA's program coursework.



# Take Aways

What you'll walk away with the BBA.



## 1 Powerful relationships

Teamwork and interpersonal skills are key to success in both this program and the fast-changing business world.

## 2 A varied skill set

All the core courses will allow you to apply business foundations to real-life scenarios in areas like marketing, strategy, human resources, finances, technology...

## 3 A well-rounded perspective

A study of general subjects such as sociology, psychology, macroeconomy, or business ethics, foster the development of inquisitive minds and critical thinking.

## 4 Innovate and disrupt

Excel in the new business landscape shaped by new markets, technologies, and digital transformation.

# How You'll Learn

MIU offers you the opportunity to choose from two different study modes. Each format is designed to meet the different specific needs of students.

## Why this modality is for you?

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### ONLINE

#### **Adapting to your rhythm.**

Distribute your workload according to your personal study rhythm, schedule, and career. This enables you to strike the optimal balance between your learning and professional objectives.

#### **Top educational technology.**

Our degree employs the best use of technology for education to provide an exceptional distance learning experience. We use a combination of online discussions, multimedia documents, video conferences, workshops, and more, to provide a highly adapted, interactive, and user-friendly educational experience.

#### **Because life is digital.**

Every day, businesses have teams scattered throughout the world, leading projects from different parts of the globe. Our online format mirrors this reality, allowing you to strike the balance between academic progress, professional growth, and personal fulfillment. Don't put your life on hold!



### ON CAMPUS

#### **The US Experience.**

Live in Miami, an international hub of multiculturalism, and experience the hustle and bustle of a major US city.

#### **Truly diverse.**

Meet international professionals from different backgrounds and create long-lasting business relationships.

#### **A burst of vision.**

Each cohort is hand-selected and limited in size, allowing each and every student to personally interact with international faculty and classmates, getting the most out of their classes.

# MIU's Main Campus

Located in the buzzing financial and business centers of Miami between Downtown and Brickell, where Florida's most prestigious universities are located.

A 7,000+ square foot campus, specially designed to accommodate:



**Classrooms**



**Auditorium**



**Library**



**Av  
Recording  
Studio**



**Cafeteria  
& Lounge  
Areas**



# Admission Process

Students must follow the following process to be admitted to our Bachelor in Business Administration.

## 1 Contact us

At [miuniversity.edu/contact](https://miuniversity.edu/contact) or write an email to [admissions@miuniversity.edu](mailto:admissions@miuniversity.edu).

## 3 Application form

To formalize your admission, complete the online Application ([crm.miuniversity.edu/application-form](https://crm.miuniversity.edu/application-form)) and send the required documentation to [admissions@miuniversity.edu](mailto:admissions@miuniversity.edu):

- High School degree transcript translated in English
- Copy of valid government issued ID or Passport
- Updated Resume
- Certificate of English Intermediate Level (\*)
- Scholarship Application (if requested)

You will also be asked to pay a non-refundable Application fee (\$50 US residents, \$150 International students) and a US Degree Recognition fee - Foreign Credential Evaluation FCE (\$160).

(\*) TOEFL/IELTS/PTE or alternative qualification, such as a university degree entirely conducted in English. If you do not have a certificate, MIU provides a free online language assessment test.

## 2 Personal interview

Speak with a personal advisor to verify if you meet the course requirements and help you prepare your admissions process.

## 4 FCE eligibility

After submitting your application, we need to determine the equivalency of your foreign High School degree in the US. Please note that you will only be able to enroll in the BBA if your FCE is approved.

## 5 Admissions committee decision

After evaluating your entire application, we will get back to you with a decision. If you are accepted, you will receive your Acceptance Letter and Enrollment Agreement.

### Recognition of prior learning (credit transfer)

MIU has a Commission Credit Transfer Agreement that is responsible for carrying out the relevant recognition for prior learning. Speak with your personal advisor and will evaluate your particular case.

# F1 Student Visa

If you have decided to study your program On Campus in Miami and you are an international student, you need to apply for an F1 Student Visa, which can be processed with the assistance of MIU.



## How to get your student visa?

1. Once we accept your enrollment, you will be registered for the Student and Exchange Visitor Information System (SEVIS) and must pay the SEVIS I-901 fee (\$350).
  2. In parallel, your personal advisor at MIU will send you a link to complete and pay the Form I-20 (\$250). Once we receive the payment receipt, we will send you the Form I-20.
  3. After you receive the Form I-20 and register in SEVIS, you may apply at the U.S Embassy or Consulate for a F1 visa.
  4. You must present the Form I-20, MIU's Acceptance Letter and Enrollment Agreement when you attend your visa interview.
  5. The administrative office of your Embassy will get back to you with the F1 visa resolution.
- ↳ We recommend international students to begin the admission process with enough time before classes start to have time to complete the visa process.



# Fees & Scholarships

## Course fees

- Annual tuition B.Sc. in Business Administration: **\$6,796**
- Price per credit: **\$227**
- Application fee:
  - US residents: **\$50**
  - International students: **\$150**
- Graduation fee: **\$400**

The course fee includes training and access to on campus or virtual classrooms, the use of the study and communication tools, and interactive materials.

They also include the issuance of the B.Sc. in Business Administration diploma.

## Payment options

At MIU, we believe that education is the key to progress and success, and everyone should have access to it.

We offer special payment plans that allow for flexible financing options, making education affordable and accessible for all.

Pay tuition fees in installments.

Our advisors will help you to select the option that best suits your needs and situation.

## Scholarships

We have a number of scholarships that consider a broad range of criteria available.

If you wish to be considered for a scholarship, an early application is advisable.

↪ For more information regarding specific options including scholarships and grants, visit our website [miuniversity.edu/tuition/scholarship](https://miuniversity.edu/tuition/scholarship).



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