



SELINUS UNIVERSITY
BUSINESS SCHOOL



EXECUTIVE
BBA

Bachelor of Business Administration

BBA by APEL (Accreditation Prior Experiential Learning)

*We certify leaders
who stand out in the
business world*





We certify leaders who stand out in the business world

Our goal is to certify the acquisition of managerial skills and as well as academic achievements for professional use in international work panorama.

Selinus Business School, as an independent distance learning online higher education corporation, offers university flexible, liberal and global studies in order to achieve Bachelor of Business Administration (BBA), Master of Business Administration (MBA) and Doctor of Business Administration (DBA) in all areas of Business and Management.

Bachelor, Master and Doctorate degrees are professional and international certificates and diplomas achieved after candidates' final dissertation. In order to obtain a degree, Selinus goes through an APEL credits validation process of the candidate former academic and professional career.

Our programs are fully compatible with the international education systems and are addressed to Managers, Entrepreneurs and Professionals willing to enhance their professional career. SBS requires a minimum of 5 years of professional experience in the specific management branch the candidate operates in. That will be verified through a strict analysis of the student's CV in order to assess his/her skills and developed experience. The student's final thesis will be also evaluated.



Since each country has its own academic framework, Selinus has decided not to adopt any of them, rather to be equipped with study programs accredited by international organization.

Selinus is a legitimate free higher education institution; given its private nature, all degrees issued by Uniselinus cannot guarantee access to government administration. As a matter of fact, our programs steer in the direction of managers and professionals' employment in business international field rather than to public employment.

According to our modus operandi and inflexible evaluation criteria, our graduates are ready for essential business roles and executive-level positions in multinational corporations, NGOs, private companies or to perform unregulated professions. In addition, we provide experienced entrepreneurs with certification of how long they have been operating in their field.

The academic candidates' assessment, as well as the strict criteria in verifying their real skills, attitudes and competences, confer evidence of high professional and disciplinary competence to Selinus University Business School degrees.



BBA - Bachelor of Business Administration **By APEL (Accreditation Prior Experiential Learning)** **120 credits**

Our BBA program aims at certifying managers, professionals, entrepreneurs, financial, productive or retail sector operators' skills especially in their relationships with clients, partners or employers, whether small businesses or multinationals. In today economic context, however, professional, managers, entrepreneurs do not always have time to attend an academic course. Despite that, giving up academic credential is not an option, especially when relevant skills need to be officially recognized.

Selinus University, is recognized as a prestigious liberal institution of higher education. As a matter of fact, we strive every day to provide Entrepreneurs, Managers, Professionals with the inspiring excellence of a private institution, combined with the stimulating advantage of a global and intercultural environment.

Full time jobs are often a hindrance to the compulsory attendance of a BBA degree course; therefore, Selinus has implemented the APEL validation system in order to help its candidates to achieve the goal of a Bachelor of Business Administration.



What do we mean by APEL? (Accreditation Prior Experiential Learning)

A.P.E.L. system is an innovative and flexible validation method taking into account the candidate's general profile, previous activities, general and professional skills and CV. All credits from previous studies, interrupted university courses, private training, business, professional, managerial and cultural activities, qualifications, certifications, courses etc. may be validated. Uniselinus Distance Learning study programs do not include traditional examinations but reports writing (Units Examination) on the course textbooks previously studied. The reports are validated and transformed into academic credits for graduation purposes.

The image shows a hand holding a magnifying glass over the text 'BBA BY APEL'. The background is a blurred image of people in business attire.

BBA BY APEL

APEL validation of the candidate's CV

In order to access the BBA program, you need to send your Curriculum Vitae, as detailed as possible.

As soon as the CV is received, it will be processed by the Academic Secretariat who will issue a Provisional Certificate to the student; the Provisional lists: the validated credits, the final cost of the entire course, the study majors most consistent with his/her CV.

You need 120 Uniselinus credits to obtain a BBA. Through the APEL validation system, all candidate's previous academic achievements and professional experience appearing in their CV will result in a credit amount. That amount will be deducted from the 120 required to get a BBA. In some cases, and under certain conditions, If the candidate reaches at least 90 credits, he can straight access to the final thesis. If he/she does not reach the 90 credits instead, he/she will be requested to carry out written reports that will count as exams.

The final thesis, to be agreed with your supervisor, will be assessed at least 30 credits in order to complete the necessary amount of 120 credits.

In case the thesis is not sufficient to prove the candidate's skills, either additional written reports or interviews with a specialized supervisor may be required. It is candidate's right to bring in references from institutions, companies or individuals.

To have a BBA in your CV leads to a significant widening in global employment horizons. Selinus BBA allows access to all our Master programs.



How to access the BBA program

In order to apply for a BBA by APEL program you need to be 30 years old plus having at least 5 years of Management experience. To register, you have to send us your CV by e-mail at: info@selinusuniversity.it.

The CV validation process can take from five days to two weeks. Once the validation has been successfully completed, the candidate will receive a Provisional Certificate indicating the credits obtained and the proposal for enrolment without commitment to the Faculty of Business & Media at Selinus University.



Accreditation - Education Quality - Reputation

The accreditation process is non-governmental and discretionary. A distance education university usually appeals to a private, regional or professional association, in order to be accredited. When any university applies, the accrediting institution performs an overall assessment and grants the accreditation only when deemed appropriate, according to its own accreditation criteria. No worldwide accreditation standards are currently available for any distance learning higher education institutions such as Selinus University.

A distance learning degree can be useful for many purposes, but not for all. It can give access to many careers and jobs, whereas others require government-accredited diplomas.

For this reason, before enrolling, we suggest our potential students to verify the correct degree use in their country.

Professional reputation depends on people's skills and competency, that are only virtually represented by the obtained degree. It is therefore necessary to bear in mind that any company or employer relies more on actual knowledge and expertise owned by aspiring employees, rather than on their degree. For most companies, the completion of a distance university program is as valid as attending courses in a formal university campus.

Selinus University of Science and Literature has the WCI (World Certification Institute) accreditation

Selinus University is globally accredited by the WCI (World Certification Institute), a leading global certifying body that grants credential awards to individuals and educational institutions. The WCI accredits courses and study programs delivered by universities, colleges, schools, professional institutions and training companies.

WCI has accredited Selinus University of Sciences and Literature after carefully reviewing, validating and authenticating its study programs.

The World Certification Institute examined the following parameters: program content and duration, teacher qualifications and expertise, financial strength and integrity of course providers and, most importantly, titles relevance for professional and career development, in line with Selinus University's mission.

Selinus University's higher distance education is accredited by recognized private and international bodies, since it meets their educational quality standards.



Quality Management Certification

Selinus University is ISO 9001:2015 certified

and ISO 29990:2010 LSMS certified

Business School is ISO 21001:2018 EOMS certified

In February 2022, the Selinus University of Sciences and Literature was awarded the **ISO 9001 Quality Management Certification**, for which organisations must undergo thorough conformity checks by an accredited certification body, and which attests the quality of Selinus University's systems and solutions for its students.

Since December 2022, it is also certified **ISO 29990** as an international university that offers career-focused study programs via distance learning for Bachelor's, Master's and PhD degrees.

Selinus University Business School is also certified **ISO 21001** as an international school for professionals, managers and entrepreneurs that want to get a Bachelor of Business Administration (BBA), a Master of Business Administration (MBA), a Doctor of Business Administration (DBA) or a Global Executive PhD.

ISO standards are defined by the International Organisation for Standardisation (ISO) and outline the requirements for quality management systems within organisations and companies, both in private and public sectors.

Guarantees of Certifications

The ISO 9001, 29990, 21001 certifications attest that Selinus University adopts a quality management system which is centered on the needs and expectations of its students. Furthermore, it guarantees the high standards of its services, by their continuous monitoring and improvement.

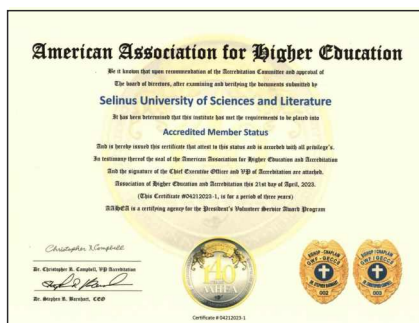


Selinus University has been granted full accreditation by AAHEA (American Association for Higher Education and Accreditation)

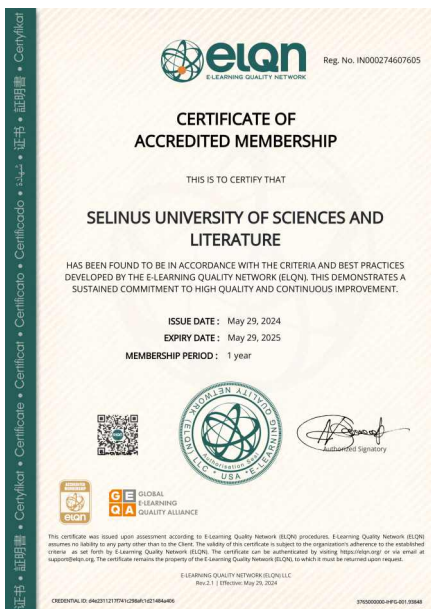
The AAHEA is the oldest non-profit association in the United States dedicated to the advancement of higher education.

The American Association for Higher Education is an independent professional organization that promotes change and reform in higher education, fosters quality teaching and learning at the college and university level, and promotes public awareness of the value of higher education in the United States and around the world.

The goals of the AAHEA include: identifying and analysing critical problems, trends, and developments in higher education and seeking constructive solutions; helping to coordinate the efforts of educational institutions and agencies at all levels; encouraging the improvement of professional work in all areas of higher education; and developing a better understanding by the general public of higher education and higher education as a profession.



ELQN ACCREDITED SELINUS UNIVERSITY: A COMMITMENT TO THE HIGHEST STANDARDS OF E-LEARNING



The E-Learning Quality Network (ELQN) brings together a wide range of organizations committed to ensuring and improving the quality of e-learning. The network includes training providers from all over the world - such as universities, business schools, higher education centers and online training platforms - who contribute through innovative methodologies to promoting excellence in education, driving innovation and fostering collaboration in e-learning globally.

The main aspiration of ELQN - and of Selinus University as well - is a future in which every digital learner is empowered not only to acquire knowledge, but also to develop a lifelong passion for learning, growth and innovation.

Selinus University has the QAHE accreditation

(International Association for Quality Assurance in Higher Education)

The QAHE, registered in Delaware (USA), is an independent, private and international organization which is funded through fees charged for its accreditation services to higher education institutions, certification bodies, e-learning management system providers and training organizations.

QAHE is an authority in recognizing higher education institutions for research performances, student services and quality of teaching. Furthermore, QAHE has been assessed conform to the requirements of ISO 9001 (Quality Management System), ISO 29990 (Non-formal Education and Training Services Management System), ISO/IEC 17011 (requirements for the competence, consistent operation and impartiality of accreditation bodies assessing and accrediting conformity assessment bodies), ISO/IEC 17040 (general requirements for the peer assessment process to be carried out by agreement groups of accreditation bodies or conformity assessment bodies), ISO 20000 (Service Management System) and ISO 27001 (Information Security Management System).

With its huge network and worldwide credibility, QAHE accreditation certifies Selinus University's commitment to provide quality education, in compliance to the highest international standards.



Selinus University collaborates with the California University Foreign Credential Evaluation

Thanks to this partnership, a validation procedure of the credits obtained allows Selinus University graduates to obtain the certificate of equivalence in the USA. The CUFCE (<https://www.cufce.org/>) is an evaluation agency that meets the requirements of the National Curriculum Evaluation Services (NCES) and UNESCO for accredited professional evaluators (PEs) to evaluate curricula and other academic programs of universities, colleges and schools seeking regional or national accreditation in the US.

California University FCE is organized under the Nonprofit Public Benefit Corporation Act for public and charitable purposes and is subject to California Franchise Tax Exempt Status. It is registered with the State of California Registrar of Deeds. California University FCE has applied for and been granted a five-year renewable institutional registration by the Registrar of Los Angeles County, California, current registration number: 20100880209.

Selinus University graduates can apply to CUFCE to obtain the Dual Degree.

For further information, please contact via email our secretariat.



NOTE

Sometimes, our students - that are managers, professionals or entrepreneurs - need to obtain licenses or to transfer academic credits to/from other institutions. However, in the United States many licensing authorities require accredited degrees as a basis for issuing licenses. Therefore, the recognition of non-accredited university degrees, either for academic or professional purposes, may be discretionary.

In the event that a potential student wishes to enroll at Selinus University in order to access a governmental or public job or career, we recommend that the requirements are ascertained beforehand with the relevant authorities by the candidate, to assess whether the degree is useful or not for the desired work purposes. Selinus University does not intervene in such verification process.



MAJORS AVAILABLE

- BBA in Business Administration
- BBA in Bank Management
- BBA in Accounting
- BBA in Finance & economics
- BBA in Executive Leadership
- BBA in Human Resources
- BBA in International Business
- BBA in Marketing & Communication
- BBA in Sales & Product Management
- BBA in Economics Science
- BBA in Engineering Economics
- BBA in Financial Science
- BBA in Industrial Engineering
- BBA in Operations Management
- BBA in Petroleum Industry Management
- BBA in Institutional Relations
- BBA in Financial Management
- BBA in Sustainable Development
- BBA in Entrepreneurship Management
- BBA in Logistics
- BBA in Occupational Safety & Health
- BBA in Innovation Management
- BBA in Health Care Administration



BBA Certification Sample



Accredited by
 WORLD CERTIFICATION INSTITUTE
Global Authority on Occupational Certification

Selinus University of Sciences and Literature From the Faculty of Business & Media

To All Whom These letters Shall Come, Greeting:
The Directors of the Selinus University on the recommendation
of the Faculty and by virtue of the authority in them vested
Have conferred on

Your name

The degree of
Bachelor of Business Administration

With all the right, privileges and honors thereunto appertaining

In witness Whereof, we have caused this document to be issued under
the official Seal of the University and signed by the authorized officers in Italy

Vice Chancellor



Registrar

Secretary

On this twenty-fourth day of the month of June of the year two thousand and twenty two

Registered and filed as required by regulations in the register n. 0024 - code: UNISE1351IT

BBA Transcript Sample

SELINUS UNIVERSITY OF SCIENCES AND LITERATURE



Official Transcript

THE SUSL GRADING SYSTEM
To earn any SUSL credits a grade of E (2.0-50%) or higher is required

- A 4.0 - Excellent (91-99%)
- B 3.5 - Very Good (81-90%)
- C 3.0 - Good (71-80%)
- D 2.5 - Satisfactory (61-70%)
- E 2.0 - Sufficient (51-60%)
- F 1.5 Fail (<50%)

ACADEMIC YEAR 2020/2021 APRIL 30, 2021

Registration Code:

SOURCES OF SUSL CREDITS:

* *PR-ED* Code Credits: Transferred from documented previous education

* *APEL* Code Credits: Accreditation of prior experiential learning

001 = General Educational courses

002 = Specific Educational

003 = Bachelor's Specialist & Expert

004 = Bachelor's courses

005 = Master's courses

006 = Master's & Doctorate courses

007 = Doctorate courses

008 = Thesis

1 SUSL CREDIT = 1 USA Semester Credit

= 15 hours of notional learning

= 30 hours of study or working

1 SUSL CREDIT = 2 ECTS Credits

Official Transcript

Name **YOUR NAME**

From

Birth Date:

Degree	Major / Minor	Graduation Date
BBA	Management	April, 30 2021

Faculty of Business & Media

MANAGEMENT

DEGREE CREDITS: **120** ECTS Equivalent: **240**

Undergraduate: 120	+ Postgraduate: 00	= SUSL Credits: 120	Grade Point Average 3.95
APEL Credits 90	Academic Credits 30	Accumulated: 120	

Approval Thesis Date	CIC	BBA program	Academic Credits	Grade
	APEL	Examination Units validated by APEL max (Accreditation Prior Experiential Credits)	90	
		Academic Assessment of Final Dissertation		
02/04/2021	008	Final Dissertation (Thesis): TITLE		
		<ul style="list-style-type: none"> • Candidate's contribution to the research • Formulation and motivation of the research problem • Research structure • Research methodology • Scientific, social and practical relevance of research • Field of research, knowledge and use of literature • Consistency, stylistic and linguistic form of presentation • Scientific relevance of research results 	2 2 2 3 4 4 6 7	3.9 3.9 3.9 3.9 4.0 4.0 4.0 4.0
		Total Credits	120	

President & Chief Academic
Officer

Registrar
Selinus University



SELINUS UNIVERSITY

BUSINESS SCHOOL

For any other information
please visit our Web Site
www.uniselinus.education

Please note that Selinus University does not provide
visas and immigration services, because all our
distance degree programs can be completed at home