«Business Studies (4 Years, 240 ECTS, B.B.A.)»

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Title	Course Code	Periods Per Week	Period Duration in Minutes	Number of Weeks/ Academic Semester	Total Hours/ Academic Semester	Number of ECTS
1st Academic Year/1st Semester								
1.	Compulsory	Business Statistics	AEF105	3	50	14	42	6
2.	Compulsory	Introduction to Business	BUS100	3	50	14	42	6
3.	Compulsory	Writing for Business Studies	ENB220*	3	50	14	42	6
4.	Compulsory	Introduction to Marketing	MAR100	3	50	14	42	6
5.	Compulsory	Principles of Management	MGT100	3	50	14	42	6
1st Academic Year/2nd Semester								
6.	Compulsory	Principles of Microeconomics	AEF100	3	50	14	42	6
7.	Compulsory	Introduction to Financial Accounting	AEF110	3	50	14	42	6
8.	Compulsory	Business Communication in English	ENB230	3	50	14	42	6
9.	Compulsory	Organizational Behaviour	MGT150	3	50	14	42	6

10.	Elective	General Education Electives	---	3	50	14	42	6
2nd Academic Year/3rd Semester								
11.	Compulsory	Intro to Managerial Accounting	AEF125	3	50	14	42	6
12.	Compulsory	Numerical Applications and Methods for Business	BUS210	3	50	14	42	6
13.	Compulsory	Innovation and Entrepreneurship	BUS220	3	50	14	42	6
14.	Compulsory	Public Speaking and Human Communication	COM215	3	50	14	42	6
15.	Elective	General Education Electives	---	3	50	14	42	6
2nd Academic Year/4th Semester								
16.	Compulsory	Principles of Macroeconomics	AEF115	3	50	14	42	6
17.	Compulsory	Computer Applications for Business	BUS230	3	50	14	42	6
18.	Compulsory	Managing and Developing Human Capital	MGT220	3	50	14	42	6
19.	Elective	Business Elective	---	3	50	14	42	6
20.	Elective	Free Elective	---	3	50	14	42	6
3rd Academic Year/5th Semester								
21.	Compulsory	Essentials of Financial Analysis	AEF135	3	50	14	42	6
22.	Compulsory	International Business	BUS300	3	50	14	42	6

23.	Elective	Business Elective	---	3	50	14	42	6
24.	Elective	Business Elective	---	3	50	14	42	6
25.	Elective	Free elective	---	3	50	14	42	6
3rd Academic Year/6th Semester								
26.	Compulsory	Business Research	BUS315	3	50	14	42	6
27.	Elective	Business Elective	---	3	50	14	42	6
28.	Elective	Business Elective	---	3	50	14	42	6
29.	Elective	Business Elective	---	3	50	14	42	6
30.	Elective	Free Elective	---	3	50	14	42	6
4th Academic Year/7th Semester								
31.	Compulsory	Strategic Management	BUS400	3	50	14	42	6
32.	Compulsory	Undergraduate Thesis	BUS405	--	--	--	--	12
33.	Elective	Business Elective	---	3	50	14	42	6
34.	Elective	Business Elective	---	3	50	14	42	6
4th Academic Year/8th Semester								
35.	Compulsory	Corporate and Business Law I	AEF320	3	50	14	42	6
36.	Elective	Placement, **or**	PLC300/	3	50	14	42	6

		Business Simulations	BUS420					
37.	Elective	Business Elective	---	3	50	14	42	6
38.	Elective	Business Elective	---	3	50	14	42	6
39.	Elective	Business Elective	---	3	50	14	42	6

***Business Elective Courses**

Students will select one (1) course from the following two courses:

- BUS420 Business Simulations
  PLC300 Placement

Students will select eleven (11) courses from the courses listed below belonging to management, marketing, digital communication, leadership, economics and finance:

MGT200	Contemporary Leadership and Communication	6
MGT215	Leading Change and Teambuilding	6
MGT225	Sustainability Management	6
MGT235	Fundamentals of Production and Operations Management	6
MGT300	SMEs Management	6
MGT315	Special Topics in Business	6
MGT335	Project Management	6
MGT342	Destination Management and Marketing	6
MGT345	Supply Chain Management and Logistics	6
MAR110	Social Media and Marketing Communications	6
MAR192	Advertising in the Contemporary Era	6
MAR194	Introduction to Digital Marketing	6

MAR230	Consumer Behavior	6
MAR364	Digital Customer Acquisition and Experience	6
MAR440	Marketing of Services	6
MAR455	Essentials of Marketing Analytics	6
MAR482	Omnichannel Marketing Communications Strategy	6
AEF310	Financial Management and Control	6
AEF350	Investments	6
HTM100	The Hospitality Business	6
HTM115	Fundamentals of Tourism and Global Changes	6