

TABLE C: COURSE DISTRIBUTION PER YEAR / PER SEMESTER

A/A	Course Type*	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ semester	Total periods/semester	ECTS
YEAR 1 : Semester A								
1.	Compulsory	Professional Skills	TBC	5	50min	14	70	10
2.	Compulsory	Principles of Management	TBC	5	50min	14	70	10
3.	Compulsory	Management in Practice	TBC	5	50min	14	70	10
YEAR 1 : Semester B								
4.	Compulsory	Principles of Digital and SM Marketing	TBC	5	50min	14	70	10
5.	Compulsory	Employability Skills	TBC	5	50min	14	70	10
6.	Compulsory	Analysis of real-world issues	TBC	5	50min	14	70	10
YEAR 2 : Semester A								
7.	Compulsory	Marketing and Brand Management	TBC	5	50min	14	70	10
8.	Compulsory	Webdesign and Development	TBC	5	50min	14	70	10
9.	Compulsory	Social media and analytics	TBC	5	50min	14	70	10

YEAR 2 : Semester B								
10.	Compulsory	Organizational behaviour	TBC	5	50min	14	70	10
11.	Compulsory	Leadership and teams	TBC	5	50min	14	70	10
12.	Compulsory	Group Business Development applied project	TBC	5	50min	14	70	10
YEAR 3 : Semester A								
13.	Compulsory	Career Strategy and Planning	TBC	5	50min	14	70	10
14.	Compulsory	Strategic Management	TBC	5	50min	14	70	10
15.	Compulsory	Business Sustainability and Social Responsibility in practice	TBC	5	50min	14	70	10
YEAR 3 : Semester B								
16.	Compulsory	Critical inquiry in marketing	TBC	5	50min	14	70	10
17.	Compulsory	Digital Marketing Consulting in Practice	TBC	5	50min	14	70	10