

# Business Administration (4 Academic Years/240 ECTS, Bachelor)

**TABLE 2: COURSE DISTRIBUTION PER SEMESTER**

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
<b>A' Semester</b>								
1.	COMP	Introduction to Business Organizations	BUS100	3	60	15	45	6
2.	COMP	Business Ethics	SOC100	3	60	15	45	6
3.	COMP	EFL I	ENG100	3	60	15	45	6
4.	COMP	Financial Accounting I	ACC103	3	60	15	45	6
5.	COMP	College Algebra	MAT100	3	60	15	45	6
<b>B' Semester</b>								
1.	COMP	Introduction to Management	MGT100	3	60	15	45	6
2.	COMP	Introduction to Microeconomics	ECO103	3	60	15	45	6
3.	COMP	Business Computing	COM100	3	60	15	45	6
4.	COMP	English for Academic Purposes	ENG101	3	60	15	45	6
5.	COMP	Human Resource Management	HRM100	3	60	15	45	6
<b>C' Semester</b>								
1.	COMP	Financial Accounting II	ACC104	3	60	15	45	6
2.	COMP	Introduction to Macroeconomics	ECO104	3	60	15	45	6
3.	COMP	Organizational Behavior	BUS200	3	60	15	45	6
4.	COMP	Statistics and Probabilities	MAT200	3	60	15	45	6
5.	COMP	General Elective I		3	60	15	45	6

D' Semester								
1.	COMP	Environmentally Sustainable Management	SOC200	3	60	15	45	6
2.	COMP	Operations Management	BUS201	3	60	15	45	6
3.	ELECT	General Elective II		3	60	15	45	6
		<b>MARKETING DIRECTION</b>		3	60	15	45	6
4.	COMP	E-Marketing	MKT202					
5.	COMP	Public Relations & Publicity	MKT203					
		<b>HOSPITALITY DIRECTION</b>						
4.	COMP	Introduction to the Hospitality Industry	HOS100					
5.	COMP	Restaurant Operations Management	HOS202					
E' Semester								
1.	COMP	Research Methods	RSH300	3	60	15	45	6
		<b>MARKETING DIRECTION</b>		3	60	15	45	6
2.	COMP	Consumer Behavior	MKT200	3	60	15	45	6
3.	COMP	Management Information Systems	COM300	3	60	15	45	6
4.	COMP	Marketing For Services	MKT301					
5.	COMP	Advertising & Promotion	MKT302					
		<b>HOSPITALITY DIRECTION</b>						
2.	COMP	Menu Planning and Development	HOS305					
3.	COMP	Meetings, Conferences & Events	HOS300					
4.	COMP	Food & Beverage Management	HOS101					
5.	COMP	Delivery Customer Experience	HOS104					
F' Semester								
1.	COMP	Total Quality Management	BUS301	3	60	15	45	6
2.	COMP	Managerial Accounting	ACC300	3	60	15	45	6

3.	COMP	Business Law	LAW300	3	60	15	45	6
		<b>MARKETING DIRECTION</b>		3	60	15	45	6
4.	COMP	E-Commerce	COM201					
5.	COMP	Marketing Research	MKT305					
		<b>HOSPITALITY DIRECTION</b>		3	60	15	45	6
4.	COMP	Strategic Hospitality Management	HOS304	3	60	15	45	6
5.	COMP	Food & Beverage Cost Control	HOS301	3	60	15	45	6
<b>G' Semester</b>								
1.	COMP	Internship I	INT210	3	60	15	45	6
2.	COMP	Crisis Management	BUS402	3	60	15	45	6
3.	COMP	Final Year Project 1	FYP490	3	60	15	45	6
		<b>MARKETING DIRECTION</b>		3	60	15	45	6
4.	COMP	Market Driving Strategies in Social Media	MKT402					
5.	COMP	Strategic Brand Management	MKT303					
		<b>HOSPITALITY DIRECTION</b>						
4.	COMP	Front Office Operations	HOS102					
5.	COMP	Hospitality Information Systems	COM200					
<b>H' Semester</b>								
1.	COMP	Financial Management	FIN400	3	60	15	45	6
2.	COMP	European Union Challenges	SOC401	3	60	15	45	6
3.	COMP	Final Year Project 2	FYP491	3	60	15	45	6
		<b>MARKETING DIRECTION</b>		3	60	15	45	6
4.	COMP	Strategic Marketing	MKT401					
5.	COMP	New Product Development	MKT403					
		<b>HOSPITALITY DIRECTION</b>		3	60	15	45	6
4.	COMP	Corporate Sustainability in Hospitality Industry	HOS303	3	60	15	45	6

5.	COMP	Hospitality Revenue Management	HOS401	3	60	15	45	6
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\* COMP = Compulsory subject

\*\* ELECT = Elective subject