

**«Business Studies (4 Years/240 ECTS, BBA)»**

**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>1<sup>st</sup> Semester</b>								
1.	Compulsory	Introduction to Marketing	MAR100	3	50	14	42	6
2.	Compulsory	Introduction to Business	BUS100	3	50	14	42	6
3.	Compulsory	Principles of Management	MGT100	3	50	14	42	6
4.	Compulsory	Writing for Business Studies	ENB220	3	50	14	42	6
5.	Compulsory	Business Statistics	AEF105	3	50	14	42	6
<b>2<sup>nd</sup> Semester</b>								
6.	Compulsory	Business Communication in English	ENB230	3	50	14	42	6

7.	Compulsory	Principles of Microeconomics	AEF100	3	50	14	42	6
8.	Elective	Humanities and Social Sciences Elective	---	3	50	14	42	6
9.	Compulsory	Introduction to Financial Accounting	AEF110	3	50	14	42	6
10.	Compulsory	Organizational Behaviour	MGT150	3	50	14	42	6
<b>3<sup>rd</sup> Semester</b>								
11.	Compulsory	Numerical Applications and Methods for Business	BUS210	3	50	14	42	6
12.	Compulsory	Introduction to Managerial Accounting	AEF125	3	50	14	42	6
13.	Compulsory	Public Speaking and Human Communication	COM215	3	50	14	42	6
14.	Elective	Humanities and Social Sciences Elective	---	3	50	14	42	6

15.	Compulsory	Innovation and Entrepreneurship	BUS220	3	50	14	42	6
<b>4<sup>th</sup> Semester</b>								
16.	Compulsory	Business Computer Applications	BUS230	3	50	14	42	6
17.	Elective	Free Elective	---	3	50	14	42	6
18.	Compulsory	Principles of Macroeconomics	AEF115	3	50	14	42	6
19.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
20.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
<b>5<sup>th</sup> Semester</b>								
21.	Compulsory	Essentials of Financial Analysis	AEF135	3	50	14	42	6
22.	Elective	Free elective	---	3	50	14	42	6
23.	Compulsory	International Business	BUS300	3	50	14	42	6
24.	Elective	Major Field of Studies Elective	---	3	50	14	42	6

25.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
<b>6<sup>th</sup> Semester</b>								
26.	Compulsory	Business Research	BUS315	3	50	14	42	6
27.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
28.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
29.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
30.	Elective	Free Elective	---	3	50	14	42	6
<b>7<sup>th</sup> Semester</b>								
31.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
32.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
33.	Compulsory	Strategic Management	BUS400	3	50	14	42	6
34.	Compulsory	Undergraduate Thesis	BUS405	--	--	--	--	12

8 <sup>th</sup> Semester								
35.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
36.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
37.	Elective	Major Field of Studies Elective	---	3	50	14	42	6
38.	Elective	Placement, or Business Simulations	PLC300/ BUS420	3	50	14	42	6
39.	Compulsory	Corporate and Business Law I	AEF320	3	50	14	42	6

Major Fields of Studies Electives		78 ECTS
Students will select 12 courses from at least two (2) of the major fields of study listed below, and one (1) course from the following two courses:		
<ul style="list-style-type: none"> <li>• BUS420 Business Simulations</li> <li>• PLC300 Placement</li> </ul>		
Management and Marketing		
MGT200	Contemporary Leadership and Communication	6
MGT215	Leading Change and Teambuilding	6
MGT220	Managing and Developing Human Capital	6

MGT225	Sustainability Management	6
MGT300	SMEs Management	6
MGT315	Special Topics in Business	6
MGT325	Operations and Management Science	6
MGT335	Project Management	6
MAR440	Marketing of Services	6
MAR445	Advanced Marketing Management	6
<b>Marketing and Digital Communications</b>		
MAR110	Social Media and Marketing Communications	6
MAR130	Advertising and Sales Promotion	6
MAR225	Professional Selling	6
MAR230	Consumer Behaviour	6
MAR330	Direct Marketing	6
MAR335	Digital Marketing	6
MAR355	Brand Management	6
MAR360	Public Relations Management and Practice	6
MAR415	Customer Engagement	6
MAR450	IMC Strategy	6
<b>Economics and Finance</b>		
AEF310	Financial Management and Control	6
AEF315	Money and Banking	6
AEF350	Investments	6
AEF355	Portfolio Management	6
AEF370	Intermediate Macroeconomics	6
AEF375	Managerial Economics	6
AEF390	Labour Economics	6

AEF395	International Economics	6
AEF455	Multinational Corporate Finance	6
AEF485	Economics of the European Union	6
<b>Hospitality and Tourism Management</b>		
HTM100	The Hospitality Business	6
HTM110	Designing and Managing Bar and Beverage Operations	6
HTM115	Fundamentals of Tourism and Global Changes	6
HTM120	Managing Front office, Technology and Reservation Systems	6
HTM220	Revenues and Cost Control in Hospitality and Tourism	6
HTM305	Niche Tourism and Innovative Products	6
HTM320	Contemporary Challenges in Hospitality and Tourism Development and Management	6
HTM330	Managing Casino, Spa and Wellness Services	6
HTM400	Strategic Management and Leadership in Hospitality and Tourism	6
HTM410	Research Methods and Data Analysis in Hospitality and Tourism	6