

«Business Studies (4 Years/240 ECTS, B.B.A.)» E-Learning

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
1st Semester								
1.	Compulsory	Introduction to Marketing	MRD100	N/A	N/A	14	N/A	6
2.	Compulsory	Introduction to Business	BUD100	N/A	N/A	14	N/A	6
3.	Compulsory	Principles of Management	MGD100	N/A	N/A	14	N/A	6
4.	Compulsory	Writing for Business Studies	EBD220	N/A	N/A	14	N/A	6
5.	Compulsory	Business Statistics	AED105	N/A	N/A	14	N/A	6
2nd Semester								
6.	Compulsory	Business Communication in English	EBD230	N/A	N/A	14	N/A	6
7.	Compulsory	Principles of Microeconomics	AED100	N/A	N/A	14	N/A	6
8.	Elective	Humanities and Social Sciences Elective	---	N/A	N/A	14	N/A	6

9.	Compulsory	Introduction to Financial Accounting	AED110	N/A	N/A	14	N/A	6
10.	Compulsory	Organizational Behaviour	MGD150	N/A	N/A	14	N/A	6
3rd Semester								
11.	Compulsory	Numerical Applications and Methods for Business	BUD210	N/A	N/A	14	N/A	6
12.	Compulsory	Introduction to Managerial Accounting	AED125	N/A	N/A	14	N/A	6
13.	Compulsory	Public Speaking and Human Communication	COD215	N/A	N/A	14	N/A	6
14.	Elective	Humanities and Social Sciences Elective	---	N/A	N/A	14	N/A	6
15.	Compulsory	Innovation and Entrepreneurship	BUD220	N/A	N/A	14	N/A	6
4th Semester								
16.	Compulsory	Computer Applications for Business	BUD230	N/A	N/A	14	N/A	6
17.	Elective	Free Elective	---	N/A	N/A	14	N/A	6

18.	Compulsory	Principles of Macroeconomics	AED115	N/A	N/A	14	N/A	6
19.	Compulsory	Managing and Developing Human Capital	MGD220	N/A	N/A	14	N/A	6
20.	Compulsory	Fundamentals of Production and Operations Management	MGD235	N/A	N/A	14	N/A	6
5th Semester								
21.	Compulsory	Essentials of Financial Analysis	AED135	N/A	N/A	14	N/A	6
22.	Elective	Free elective	---	N/A	N/A	14	N/A	6
23.	Compulsory	International Business	BUD300	N/A	N/A	14	N/A	6
24.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
25.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
6th Semester								
26.	Compulsory	Business Research	BUD315	N/A	N/A	14	N/A	6

27.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
28.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
29.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
30.	Elective	Free Elective	---	N/A	N/A	14	N/A	6
7th Semester								
31.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
32.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
33.	Compulsory	Strategic Management	BUD400	N/A	N/A	14	N/A	6
34.	Compulsory	Undergraduate Thesis	BUD405	--	--	--	--	12
8th Semester								
35.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
36.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6

37.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
38.	Elective	Placement OR Business Simulations	PLC300 OR BUD420	N/A	N/A	14	N/A	6
39.	Compulsory	Corporate and Business Law I	AED320	N/A	N/A	14	N/A	6

Major Fields of Studies Electives								66 ECTS
Students will select one (1) course from the following two courses:								
<ul style="list-style-type: none"> • BUD420 Business Simulations • PLC300 Placement 								
AND								
12 courses from at least two (2) of the major fields of study listed below:								
Management								
MGD200	Contemporary Leadership and Communication							6
MGD215	Leading Change and Teambuilding							6
MGD225	Sustainability Management							6

MGD300	SMEs Management	6
MGD315	Special Topics in Business	6
MGD325	Operations and Management Science	6
MGD335	Project Management	6
MGD345	Supply Chain Management and Logistics	6
Marketing and Digital Communications		
MRD110	Social Media and Marketing Communications	6
MRD130	Advertising and Sales Promotion	6
MRD225	Professional Selling	6
MRD230	Consumer Behaviour	6
MRD335	Digital Marketing	6
MRD355	Brand Management	6
MRD415	Customer Engagement	6
MRD440	Marketing of Services	6
Economics and Finance		
AED310	Financial Management and Control	6
AED315	Money and Banking	6
AED350	Investments	6

AED355	Portfolio Management	6
AED370	Intermediate Macroeconomics	6
AED375	Managerial Economics	6
AED390	Labour Economics	6
AED395	International Economics	6
Hospitality and Tourism Management		
HTD100	The Hospitality Business	6
HTD110	Designing and Managing Bar and Beverage Operations	6
HTD115	Fundamentals of Tourism and Global Changes	6
HTD120	Managing Front office, Technology and Reservation Systems	6
HTD220	Revenues and Cost Control in Hospitality and Tourism	6
HTD320	Contemporary Challenges in Hospitality and Tourism Development and Management	6
HTD330	Managing Casino, Spa and Wellness Services	6
HTD410	Research Methods and Data Analysis in Hospitality and Tourism	6