

COURSE DISTRIBUTION PER SEMESTER

A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/	Total periods/	Number of ECTS
						Semester	Semester	
1 st Semester								
1	Compulsory	Introduction to Business	MGT 001	3	55	13	39	6
2	Compulsory	Computer Applications	CST 001	3	55	13	39	6
3	Compulsory	English Writing	BUS 001	3	55	13	39	6
4	Compulsory	Principles of Management	MGT 002	3	55	13	39	6
5	Compulsory	Business Mathematics	BUS 002	3	55	13	39	6
2 nd Semester								
6	Compulsory	Marketing Principles	MKT 001	3	55	13	39	6
7	Compulsory	Principles of Microeconomics	ECO 001	3	55	13	39	6
8	Compulsory	Business Communication	BUS 003	3	55	13	39	6
9	Compulsory	Consumer Behavior	MGT 007	3	55	13	39	6
10	Compulsory	Business Statistics	BUS 008	3	55	13	39	6



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						Semester	Semester	
3 rd Semester								
1	Compulsory	Principles of Macroeconomics	ECO 002	3	55	13	39	6
2	Compulsory	Accounting I	BUS 004	3	55	13	39	6
3	Compulsory	Project Management	MGT 005	3	55	13	39	6
4	Compulsory	Human Resource Management	MGT 006	3	55	13	39	6
5	Elective	Elective course*		3	55	13	39	6
4 th Semester								
6	Compulsory	Accounting II	BUS 005	3	55	13	39	6
7	Compulsory	Business Law	BUS 006	3	55	13	39	6
8	Compulsory	Approach to Artificial Intelligence	CST 002	3	55	13	39	6
9	Compulsory	Organisational Behaviour	MGT 008	3	55	13	39	6
10	Elective	Elective course*		3	55	13	39	6

ELECTIVE COURSES - 3 rd Semester								
A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
1	Elective	Digital Marketing	MKT 002	3	55	13	39	6
2	Elective	Entrepreneurship	MGT 003	3	55	13	39	6
3	Elective	Marketing for Arts	MKT 005	3	55	13	39	6
4	Elective	Introduction to Visual Arts	FA 101	3	55	13	39	6
5	Elective	Fundamentals of Operational Management	MGT 004	3	55	13	39	6
ELECTIVE COURSES - 4 th Semester								
A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
1	Elective	E Commerce	MKT 003	3	55	13	39	6
2	Elective	International Marketing	MKT 004	3	55	13	39	6
3	Elective	Art and Culture	FA 212	3	55	13	39	6
4	Elective	Business Administration for Arts	BUS 012	3	55	13	39	6
5	Elective	Business Ethics and Social Responsibility	BUS 007	3	55	13	39	6
6	Elective	Internship	BUS 011	3	55	13	39	6

Electives are designed to guide the students in the area of their interested specialization

Recommended Pathways

- a. **Business and Marketing**: Students interested in Business and Marketing are opt to take the following modules:
 - **Semester 3**: MKT 002 or MGT 003
 - **Semester 4**: MKT 003 or MKT 004 or BUS 011

- b. **Business and Art**: Students interested in Business and Art are opt to take the following modules:
 - **Semester 3**: FA 101 or MKT 005
 - **Semester 4**: FA 212 or BUS 012 or BUS 011

- c. **Business Management**: Students interested in Business Management are opt to take the following modules:
 - **Semester 3**: MGT 004 or MKT 005
 - **Semester 4**: BUS 007 or BUS 011