

# Bachelor of Business Administration (4 Years, 240 ECTS)

A broad business degree combining core management disciplines with analytics and leadership development, featuring case-based learning, consulting projects, and internship experience.

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## Program Overview

- **Award:** B.B.A. in Business Administration
- **Duration:** 8 Semesters (4 academic years)
- **Total Credits:** 240 ECTS
- **Delivery:** Lectures (L), Seminars (SE), Case Labs (CL), Studio/Project (S), Internship (I)
- **Workload:** 1 ECTS  $\approx$  25–30 hours
- **Program Pillars:** Accounting & Reporting • Finance • Marketing • Operations & Supply Chain • Strategy • Business Analytics • Leadership & Organizational Behavior • Entrepreneurship • Business Law & Ethics
- **Signature Experiences:** consulting studio with real clients, a finance lab, and a structured internship.

## Graduate Learning Outcomes

Graduates will be able to:

- 1 **Business Fundamentals.** Apply core concepts in accounting, finance, marketing, operations, and strategy.
- 2 **Decision Making.** Use data and structured frameworks to make decisions under uncertainty.
- 3 **Financial Literacy.** Interpret financial statements and evaluate investment and financing decisions.
- 4 **Customer Insight.** Develop marketing strategies informed by research, segmentation, and value propositions.
- 5 **Operations Excellence.** Analyze processes and supply chains to improve quality, efficiency, and resilience.
- 6 **Leadership.** Demonstrate teamwork, negotiation, and inclusive leadership in diverse environments.

- 7 **Ethics & Governance.** Recognize ethical dilemmas and apply responsible governance and compliance practices.
- 8 **Entrepreneurship.** Identify opportunities, validate ideas, and pitch viable business models.

# Curriculum Structure

Structured across 8 semesters (30 ECTS each). Most courses are 6 ECTS unless otherwise noted.

## Year 1

- Semester 1 (30 ECTS)**
- Introduction to Business - 6 ECTS
  - Microeconomics for Business - 6 ECTS
  - Business Mathematics - 6 ECTS
  - Communication & Presentation Skills - 6 ECTS
  - Digital Literacy for Business - 6 ECTS
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- Semester 2 (30 ECTS)**
- Financial Accounting - 6 ECTS
  - Macroeconomics for Business - 6 ECTS
  - Statistics for Business - 6 ECTS
  - Business Law (Intro) - 6 ECTS
  - Ethics & Corporate Responsibility - 6 ECTS
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## Year 2

- Semester 3 (30 ECTS)**
- Managerial Accounting - 6 ECTS
  - Marketing Principles - 6 ECTS
  - Organizational Behavior - 6 ECTS
  - Operations Management - 6 ECTS
  - Technical Elective I - 6 ECTS
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- Semester 4 (30 ECTS)**
- Corporate Finance - 6 ECTS
  - Business Analytics I (Data & Dashboards) - 6 ECTS
  - Human Resource Management - 6 ECTS
  - Supply Chain Management - 6 ECTS
  - Technical Elective II - 6 ECTS
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## Year 3

- Semester 5 (30 ECTS)**
- Strategic Management - 6 ECTS
  - Business Analytics II (Forecasting) - 6 ECTS
  - Consumer Behavior - 6 ECTS
  - Negotiation & Conflict Resolution - 6 ECTS
  - Technical Elective III - 6 ECTS
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- Semester 6 (30 ECTS)**
- International Business - 6 ECTS
  - Entrepreneurship & Innovation - 6 ECTS
  - Management Consulting Studio - 6 ECTS
  - Technical Elective IV - 6 ECTS
  - Business Internship - 6 ECTS
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## Year 4

<b>Semester 7 (30 ECTS)</b>	<ul style="list-style-type: none"><li>• Corporate Strategy &amp; Growth - 6 ECTS</li><li>• Financial Modeling - 6 ECTS</li><li>• Business Ethics &amp; Governance (Advanced) - 6 ECTS</li><li>• Technical Elective V - 6 ECTS</li><li>• Capstone I (Client Brief &amp; Plan) - 6 ECTS</li></ul>
<b>Semester 8 (30 ECTS)</b>	<ul style="list-style-type: none"><li>• Capstone II (Execution &amp; Board-Style Presentation) - 12 ECTS</li><li>• Product Management (Intro) - 6 ECTS</li><li>• Change Management - 6 ECTS</li><li>• Advanced Seminar &amp; Presentation - 6 ECTS</li></ul>

## Technical Elective Tracks

Choose at least 5 electives; focus on one track for specialization.

### Track A — Finance

- Investments
- Corporate Valuation
- Risk Management
- FinTech Fundamentals

### Track B — Marketing & Brand

- Digital Marketing
- Brand Strategy
- Market Research
- Content & Campaign Design

### Track C — Operations & Supply Chain

- Lean & Six Sigma
- Procurement Strategy

- Supply Chain Analytics
- Project Management

### **Track D — Entrepreneurship**

- Startup Finance
- Venture Building Studio
- Innovation Strategy
- Pitching & Storytelling

# Learning Resources & Facilities

## Case & Collaboration Rooms

Rooms optimized for case discussion, group work, and team presentations.

## Finance & Trading Lab

Market data terminals and tools for portfolio, valuation, and risk exercises.

## Business Analytics Studio

Hands-on analytics workspace for dashboards, forecasting, and consulting deliverables.

## Career & Internship Hub

Coaching, employer sessions, and interview preparation integrated into the curriculum.

# Capstone Project Examples

- **Go-to-Market Strategy for a New Product**  
Conduct research, define positioning, and build a launch plan with metrics.
- **Operations Improvement Consulting**  
Map processes, identify bottlenecks, and propose an implementation roadmap.
- **Startup Venture Build**  
Validate a concept, build financials, and pitch to a panel in a demo day format.
- **Sustainability Transformation Plan**  
Create a realistic ESG roadmap with targets, governance, and reporting approach.