

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.

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 ≈ 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)	<ul style="list-style-type: none">• 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
Semester 2 (30 ECTS)	<ul style="list-style-type: none">• Financial Accounting - 6 ECTS• Macroeconomics for Business - 6 ECTS• Statistics for Business - 6 ECTS• Business Law (Intro) - 6 ECTS• Ethics & Corporate Responsibility - 6 ECTS

Year 2

Semester 3 (30 ECTS)	<ul style="list-style-type: none">• Managerial Accounting - 6 ECTS• Marketing Principles - 6 ECTS• Organizational Behavior - 6 ECTS• Operations Management - 6 ECTS• Technical Elective I - 6 ECTS
Semester 4 (30 ECTS)	<ul style="list-style-type: none">• 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

Year 3

Semester 5 (30 ECTS)	<ul style="list-style-type: none">• 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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Curriculum Structure

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

Year 4

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