

**Business Administration Bachelor's Program  
Study Plan/Curriculum**

Course Code	Course Name	Status	Prerequisites	ECTS credits/ hours	Student Workload		Semester-based allocation of credits					
					Lecture/seminar/ group work	Contact/ Independent Hours	I	II	III	IV	V	VI
				180		30	30	30	30	30	30	
	<b>Compulsory study courses</b>			<b>132</b>			<b>30</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>18</b>
BBA 001	Mathematics for Business 1	Compulsory	N/A	6/150	15/27	47/103	6					
BBA 002	Principles of Economics 1	Compulsory	N/A	6/150	20/22	47/103	6					
BBA 003	Fundamentals of Management	Compulsory	N/A	6/150	21/21	47/103	6					
BBA 004	Excel for Business	Compulsory	N/A	6/150	14/28	47/103		6				
BBA 005	Basics of Marketing	Compulsory	N/A	6/150	15/27	47/103		6				
BBA 010	Mathematics for Business 2	Compulsory	BBA 001	6/150	15/27	47/103		6				
BBA 011	Principles of Economics 2	Compulsory	BBA 002	6/150	21/21	47/103		6				
BBA 012	Statistics for Business	Compulsory	BBA 010	6/150	15/27	47/103			6			
BBA 013	Financial Accounting I	Compulsory	N/A	6/150	14/28	47/103			6			
BBA 014	Entrepreneurship	Compulsory	N/A	6/150	19/23	47/103			6			
BBA 015	Business Law	Compulsory	N/A	6/150	14/28	47/103			6			
BBA 016	Financial Accounting II	Compulsory	BBA 013	6/150	14/28	47/103				6		
BBA 017	Consumer Behavior	Compulsory	BBA 005	6/150	14/28	47/103				6		
BBA 018	Basics of Operations Management	Compulsory	BBA 003	6/150	19/23	47/103				6		
BBA 019	Digital Marketing	Compulsory	BBA 005	6/150	15/27	47/103				6		
BBA 020	Managerial Accounting	Compulsory	BBA 016	6/150	14/28	47/103					6	
BBA 021	Fundamentals of Corporate Finance	Compulsory	BBA 016	6/150	14/28	47/103					6	
BBA 022	Project Management (Introductory Course)	Compulsory	BBA 003	6/150	15/27	47/103					6	
BBA 023	Fundamentals of Strategic Management	Compulsory	BBA 003	6/150	15/27	47/103					6	

BBA 024	Industrial Practice	Compulsory	Compulsory courses of the program	8/200		150/50						8
BBA 025	Bachelor's Project	Compulsory	Compulsory courses of the program excluding BBA 024 Industrial Practice	10/250	0/14	19/131						10
	<b>Elective Courses of the Field of Study</b>			<b>24</b>			0	6	6	6	6	12
BBA 026	Fundamentals of Human Resources Management	Elective	BBA 003	6/150	14/28	47/103						
BBA 027	Organizational Behavior (Introductory Course)	Elective	BBA 003	6/150	18/24	47/103						
BBA 028	Financial Institutions and Markets	Elective	N/A	6/150	13/29	47/103						
BBA 029	Export Management	Elective	BBA 003	6/150	21/21	47/103						
BBA 030	Advertising and Promotion	Elective	BBA 005	6/150	15/27	47/103						
BBA 031	International Marketing	Elective	BBA 005	6/150	13/29	47/103						
BBA 032	Cross-Cultural Management	Elective	N/A	6/150	19/23	47/103						
BBA 033	Brand Management	Elective	BBA 005	6/150	18/24	47/103						
BBA 034	Tourism Management	Elective	N/A	6/150	19/23	47/103						
BBA 035	Business in Action	Elective	BBA 014	6/150	14/28	47/103						
BBA 036	Business Ethics	Elective	N/A	6/150	19/23	47/103						
	<b>Mandatory Training Courses of the Free Component:</b>			<b>12</b>								
UNB 001	Basics of Academic Writing	Compulsory	N/A	6/150	26/16	47/103	6					
UNB 002	Information Technologies	Compulsory	N/A	6/150	0/42	47/103	6					
	<b>Elective Training Courses of the Free Component<sup>1</sup>:</b>			<b>12</b>								

<sup>1</sup>To expand their knowledge in areas of interest, students have the option to select any course(s) from the undergraduate educational programs offered by the university and other accredited higher educational institution, subject to prerequisites, in lieu of the optional courses of the free component. However, the total credits for such courses should not exceed 12.

UNB 003	Introduction to Philosophy	Free	N/A	6/150	23/16	48/102						
UNB 004	Basics of Psychology	Free	N/A	6/150	26/16	48/102						
UNB 005	Basics of Sociology	Free	N/A	6/150	26/16	48/102						
UNB 006	Foreign Language 1	Free	N/A	6/150	0/63	70/80						
UNB 007	Foreign Language 2	Free	Foreign Language 1	6/150	0/63	70/80						
UNB 008	Foreign Language 3	Free	Foreign Language 2	6/150	0/63	70/80						
UNB 009	Foreign Language 4	Free	Foreign Language 3	6/150	0/63	70/80						
UNB 010	English Language (B2)	Free	English Language (1)	6/150	0/63	70/80						