

Curriculum of the Bachelor's Program in Business Administration

Course Code	Course Name	Status	Prerequisites	ECTS credit/hours	Student Workload		Semester-based allocation of credits					
				180	Lecture/seminar/ group work	Contact/ Independent Hours	I	II	III	IV	V	VI
							30	30	30	30	30	30
	Compulsory Courses in the Major Field of Study			132			30	24	24	24	24	18
BBA 001	Mathematics for Business I	Compulsory	N/A	6/150	15/27	47/103	6					
BBA 002	Principles of Economics I	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	Fundamentals of Marketing	Compulsory	N/A	6/150	15/27	47/103		6				
BBA 010	Mathematics for Business II	Compulsory	BBA 001	6/150	15/27	47/103		6				
BBA 011	Principles of Economics II	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	Fundamentals of Operations Management	Compulsory	BBA 003	6/150	19/23	47/103				6		
BBA 019	Fundamentals of Human Resource Management	Compulsory	BBA 003	6/150	14/28	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	Internship	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
	Elective Courses in the Major Field of Study			12			0	6	6	6	6	12
BBA 026	Digital Marketing	Elective	BBA 005	6/150	15/27	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	Business in Action	Elective	BBA 014	6/150	14/28	47/103						
BBA 035	Business Ethics	Elective	N/A	6/150	19/23	47/103						
	Mandatory Courses in the Free Component			24								
UNB 001	Fundamentals 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					
UNB 009	English Language (B2)	Compulsory	English Language (B1)	6/150	0/63	70/80						
BBA 036	Business English	Compulsory	English Language (B2)	6/150	0/39	48/102						
	Elective Courses in the Free Component			12								
UNB 003	Introduction to Philosophy	Free	N/A	6/150	23/16	48/102						
UNB 004	Fundamentals of Psychology	Free	N/A	6/150	26/16	48/102						
UNB 005	Fundamentals of Sociology	Free	N/A	6/150	26/16	48/102						
UNB 007	English Language (A2)	Free	N/A	6/150	0/62	62/88						
UNB 008	English Language (B1)	Free	English Language (A2)	6/150	0/63	70/80						