Core Courses

COMP 121. Information and communication technologies 1

Credits	10 ECTS
Semester	1
Module description	This course explores core information and communication technology concepts, including hardware, software, networking, and data management. It highlights emerging technological innovations such as cloud computing, artificial intelligence, and the Internet of Things. Additionally, it addresses digital literacy, business applications, and essential cybersecurity and ethical considerations.
Module-specific learning outcomes	*Students will be able to:* • Identify and interpret the fundamental components of hardware, software, networking, and data management systems. • Explain the role of modern technologies like artificial intelligence and cloud computing in business environments. • Evaluate how information and communication technologies support organizational efficiency and data-driven decisions. • Address the ethical aspects and cybersecurity challenges associated with digital transformation.
Teaching and learning methods	Lectures, labs with practical data analysis exercises in Excel.
Assessment forms	Quizzes; attendance and activity; midterm exam; final exam.
Workload	Total: 300 h (10 ECTS × 30 h): contact hours (lectures and seminars): 96 h; independent work (reading, assignments, preparation, and exam preparation): 204 h.

ENG 121. English 1

Credits	16 ECTS
Semester	1
Module description	This course builds intermediate English language proficiency across reading, writing, speaking, and listening skills. It utilizes specialized academic vocabulary resources to improve comprehension, grammar, and note-taking strategies. Furthermore, it prepares students for standardized testing requirements through targeted IELTS vocabulary and skill-building modules.
Module-specific learning outcomes	*Students will be able to:* • Enhance academic vocabulary and apply critical reading strategies to extract key text information. • Produce structured written assignments, including essays, articles, and professional reports. • Communicate ideas clearly and professionally during presentations and team collaborations. • Meet the language requirements necessary for academic progress in English-medium higher education.
Teaching and learning methods	Seminars, discussions and exercise solving.
Assessment forms	Quizzes; in-class assignments and activity; final exam.
Workload	Total: 480 h (16 ECTS × 30 h): contact hours (lectures and seminars): 192 h; independent work (reading, assignments, preparation, and exam preparation): 288 h.

HIST 101. History of Azerbaijan

Credits	4 ECTS
Semester	1
Module description	This course traces the political, economic, and cultural evolution of Azerbaijan from ancient times to the modern period. It seeks to cultivate historical awareness, strengthen personal identity, and foster active civic responsibility. Through these historical insights, students gain a deep appreciation of the nation's cultural heritage and statehood traditions.
Module-specific learning outcomes	*Students will be able to:* • Outline the main political, economic, and cultural milestones in Azerbaijani history. • Analyze historical processes and evaluate the structural development of social institutions. • Understand how historical heritage shapes contemporary society and national identity. • Demonstrate civic awareness and global responsibility rooted in historical context.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; class activity; midterm exam; final exam.
Workload	Total: 120 h (4 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 72 h.

COMP 122. Information and communication technologies 2

Credits	1 ECTS
Semester	2
Module description	This course introduces Python programming logic, simple syntax, and common standard library functions for beginners. It provides a robust debugging and profiling environment designed for data exploration and basic task automation. Students do not require any prior coding experience to engage with these programming concepts.
Module-specific learning outcomes	*Students will be able to:* • Write basic Python scripts using simple syntax, structures, and functions. • Utilize common programming library functions to process, analyze, and visualize data. • Debug code and automate routine computational tasks efficiently. • Apply digital problem-solving tools to address operational business scenarios.
Teaching and learning methods	Lectures, labs with practical data analysis exercises in Python.
Assessment forms	Quizzes; attendance and activity; midterm exam; final exam.
Workload	Total: 300 h (10 ECTS × 30 h): contact hours (lectures and seminars): 96 h; independent work (reading, assignments, preparation, and exam preparation): 204 h.

AZL 101. Business and academic communication in Azerbaijani

Credits	4 ECTS
Semester	2
Module description	This course explores the components of speech culture, literary norms, and communication ethics in professional settings. It emphasizes the importance of refined speech in socio-economic development and public life. Students study rhetorical techniques and speech etiquette to master effective interpersonal communication.
Module-specific learning outcomes	*Students will be able to:* • Apply literary language norms and communication ethics in professional contexts. • Refine oral expression, argumentation, and public speaking techniques. • Utilize appropriate speech etiquette during business and academic interactions. • Communicate clearly, respectfully, and persuasively in diverse environments.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Class activity; midterm exam; final exam.
Workload	Total: 120 h (4 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 72 h.

BBA 205. Business Essentials

Credits	8 ECTS
Semester	3
Module description	This course examines how global enterprises expand beyond local markets to increase their competitive market share. It covers the management of critical physical and human resources alongside effective decision-making strategies. Students also explore crisis management principles and techniques for motivating organizational personnel.
Module-specific learning outcomes	*Students will be able to:* • Identify key operational strategies used by firms entering international markets. • Manage physical and human resources to optimize organizational productivity. • Make structured decisions to navigate business crises and avoid operational mistakes. • Analyze the interrelations among core business and management functions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	In-class activity; group project; midterm exam; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 168 h.

BBA 221. Sociology

Credits	6 ECTS
Semester	3
Module description	This course introduces micro-sociological interactions and macro-sociological structural systems. It examines culture, socialization, social stratification, inequality, and the roles of major institutions like the economy and family. These sociological tools help interpret human behavior across various organizational and market contexts.
Module-specific learning outcomes	*Students will be able to:* • Describe social structures, group dynamics, and cultural dimensions. • Analyze social stratification and systemic economic inequality. • Apply sociological perspectives to model human behavior within business settings. • Exercise ethical reasoning and cross-cultural awareness in corporate decision-making.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; project; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

MATH 290. Linear Algebra and Calculus

Credits	8 ECTS
Semester	3
Module description	This course covers linear algebra, analytic geometry, and single-variable differential and integral calculus. It focuses on matrix operations, determinants, and systems of linear equations. Students apply these mathematical tools to analyze dependencies among quantities across economic, financial, and technical processes.
Module-specific learning outcomes	*Students will be able to:* • Perform matrix operations and solve systems of linear equations. • Apply differential and integral calculus concepts to mathematical models. • Quantify relationships and dependencies within financial and economic processes. • Utilize quantitative reasoning to support data-backed business decisions.
Teaching and learning methods	Lectures, seminars with exercise solving.
Assessment forms	Quizzes; in-class assignments and activity; midterm exam; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 168 h.

BBA 207. Career Planning

Credits	5 ECTS
Semester	3
Module description	This course prepares students for evolving labor markets by enhancing self-awareness and professional confidence. It guides learners in building personalized career development plans aligned with their strengths, talents, and experiences. The curriculum relies on practical strategies, theoretical frameworks, and current empirical job market evidence.
Module-specific learning outcomes	*Students will be able to:* • Assess personal strengths, interests, and professional capabilities. • Formulate comprehensive career development and progression plans. • Navigate modern employer expectations and labor market conditions. • Position themselves effectively for employment through structured self-evaluation.
Teaching and learning methods	Seminar discussions.
Assessment forms	In-class assignments and activity; homework assignments.
Workload	Total: 150 h (5 ECTS × 30 h): contact hours (lectures and seminars): 24 h; independent work (reading, assignments, preparation, and exam preparation): 126 h.

MACD 581. Safety, health and civil protection

Credits	3 ECTS
Semester	3
Module description	This course outlines the classification of urgent and emergency situations during both peacetime and wartime. It covers general civil defense principles, population protection methods, and emergency medical aid objectives. Furthermore, it details pre-hospital injury care and sanitary-hygienic prevention measures.
Module-specific learning outcomes	*Students will be able to:* • Classify emergency and urgent circumstances across peaceful and wartime scenarios. • Identify core population protection methods and civil defense objectives. • Administer pre-hospital medical aid for injuries and trauma. • Implement sanitary, hygienic, and anti-epidemic preventive measures.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	In-class activity; final exam.
Workload	Total: 90 h (3 ECTS × 30 h): contact hours (lectures and seminars): 24 h; independent work (reading, assignments, preparation, and exam preparation): 66 h.

BBA 208. Introduction to Economics

Credits	6 ECTS
Semester	4
Module description	This course introduces microeconomic and macroeconomic principles, including market mechanisms, inflation, and unemployment. It analyzes government intervention, business cycles, national debt, and Federal Reserve monetary policy. Students learn to evaluate how global economic interdependence impacts daily life and future choices.
Module-specific learning outcomes	*Students will be able to:* • Explain market economic systems, inflation, and unemployment remedies. • Interpret economic indicators across different phases of the business cycle. • Evaluate the effects of fiscal and monetary policies on economic well-being. • Make rational micro- and macroeconomic choices in personal and professional settings.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 108 h.

BBA 309. Financial Accounting

Credits	6 ECTS
Semester	4
Module description	This course covers the fundamental principles and practices for recording, summarizing, and reporting financial transactions. It provides techniques necessary to prepare core financial statements accurately. Students learn to interpret these statements to support informed financial decisions and stakeholder communication.
Module-specific learning outcomes	*Students will be able to:* • Record, classify, and summarize daily business financial transactions. • Prepare and structure core corporate financial statements. • Analyze financial report data to guide managerial decisions. • Communicate accounting and financial results clearly to stakeholders.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 210. Management

Credits	6 ECTS
Semester	4
Module description	This course provides an in-depth exploration of core management principles with a global perspective. It covers the four primary functions of management: planning, organizing, leading, and controlling. Students examine real-world organizational settings to navigate global managerial challenges and opportunities.
Module-specific learning outcomes	*Students will be able to:* • Apply planning, organizing, leading, and controlling principles in organizations. • Address leadership and management challenges in a globalized business environment. • Translate management theories into solutions for real business scenarios. • Coordinate team efforts and strengthen organizational behavior competencies.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 108 h.

MATH 292. Probability Theory and Mathematical Statistics

Credits	6 ECTS
Semester	4
Module description	This course introduces probability theory and applied statistics for economic and business contexts. Key topics include descriptive statistics, random variables, probability distributions, and confidence interval estimation. It also builds foundational frameworks for hypothesis testing and linear regression under conditions of uncertainty.
Module-specific learning outcomes	*Students will be able to:* • Calculate basic probabilities and analyze descriptive statistics datasets. • Model random variables using standard probability distributions. • Compute confidence intervals and perform statistical hypothesis testing. • Apply linear regression models to interpret empirical observations and uncertainty.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 290. Internship 1

Credits	6 ECTS
Semester	4
Module description	This professional internship placement places students in active corporate environments for four weeks. It bridges theoretical classroom concepts with practical workplace processes and operational workflows. Students gain firsthand exposure to everyday business structures and organizational practices.
Module-specific learning outcomes	*Students will be able to:* • Observe and evaluate standard corporate workflows in real-world settings. • Demonstrate professional etiquette and effective workplace communication. • Document operational experiences through structured reflection and reporting.
Teaching and learning methods	On-site professional work environment.
Assessment forms	Project report and presentation.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (on-site work): 160 h; independent work (report preparation): 20 h.

BBA 313. Statistics

Credits	6 ECTS
Semester	5
Module description	This course provides advanced statistical methods required for effective business research and forecasting. It covers sampling methods, descriptive measures, probability densities, and characteristic functions. Emphasis is placed on solving applied practical business problems using statistical inference tools.
Module-specific learning outcomes	*Students will be able to:* • Design sampling methods and compute descriptive measures for research. • Analyze conditional probabilities and probability distribution densities. • Perform statistical inference to evaluate research hypotheses. • Build basic predictive forecasting models using empirical business data.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 108 h.

BBA 311. Microeconomics

Credits	8 ECTS
Semester	5
Module description	This course examines how households and firms make economic decisions and allocate scarce resources. It analyzes consumer choice theory, alternative market structures, labor markets, and production and cost theories. Additionally, it investigates strategic interactions, asymmetric information, and public sector policy impacts on welfare.
Module-specific learning outcomes	*Students will be able to:* • Model consumer behavior and individual economic choices. • Analyze firm production and cost theories across various market structures. • Evaluate strategic interactions and decisions under asymmetric information. • Assess how public policies and contracts influence economic market welfare.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 168 h.

BBA 306. Management Accounting

Credits	6 ECTS
Semester	5
Module description	This course introduces internal accounting tools, principles, and practices used for organizational decision-making. It focuses on the role of accounting information in strategic planning, operational control, and performance evaluation. Students explore techniques designed to improve overall business efficiency.
Module-specific learning outcomes	*Students will be able to:* • Apply cost classification methods to internal business operations. • Develop corporate budgets and perform financial variance analyses. • Use management accounting data for performance evaluation and control. • Formulate strategic operational plans based on financial metrics.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 315. Organizational Behavior

Credits	4 ECTS
Semester	5
Module description	This course explores the complexities of human behavior and group dynamics within corporate settings. It analyzes individual motivation, communication patterns, leadership styles, and decision-making processes. Through theoretical frameworks and case studies, students examine how organizational culture impacts employee performance.
Module-specific learning outcomes	*Students will be able to:* • Analyze individual and group behavioral dynamics in workplaces. • Evaluate employee motivation theories and leadership styles. • Assess the impact of organizational culture on overall employee performance. • Implement strategies to improve teamwork and organizational effectiveness.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 120 h (4 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 72 h.

BBA 302. Marketing

Credits	6 ECTS
Semester	6
Module description	This course explores core marketing concepts for engaging customers and building profitable relationships under market uncertainty. It examines the societal and organizational roles of marketing and the creation of superior customer value. Students learn to capture customer insights, conduct research, and analyze buyer behavior.
Module-specific learning outcomes	*Students will be able to:* • Design and conduct market research to capture customer insights. • Segment markets and identify target customer groups effectively. • Develop consumer-driven marketing strategies that create value. • Analyze consumer and organizational buyer behavior patterns.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; project; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 108 h.

BBA 310. Macroeconomics

Credits	8 ECTS
Semester	6
Module description	This course covers macro-level theories explaining national output determination, unemployment, and inflation dynamics. It provides a logical framework for interpreting major macroeconomic events and historical data trends. Students learn to select appropriate tools to evaluate economic issues and justify policy proposals.
Module-specific learning outcomes	*Students will be able to:* • Interpret national income, employment, and inflation indicators. • Explain macroeconomic fluctuations using established economic models. • Evaluate the intended effects of fiscal and monetary policy decisions. • Formulate evidence-based policy justifications for macroeconomic issues.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 192 h.

BBA 314. Human Resources Management

Credits	4 ECTS
Semester	6
Module description	This course provides an overview of human resource management with an emphasis on its strategic organizational role. It covers personnel selection, equal employment opportunities, workforce planning, and compensation systems. Students develop essential skills required by modern human resource professionals.
Module-specific learning outcomes	*Students will be able to:* • Design effective recruitment and personnel selection procedures. • Formulate strategic workforce and human resource plans. • Administer compensation programs and performance appraisal systems. • Navigate equal employment opportunities and ethical human resource issues.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; project; final exam.
Workload	Total: 120 h (4 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 72 h.

BBA 311. Microeconomics

Credits	8 ECTS
Semester	5
Module description	This course examines how households and firms make economic decisions and allocate scarce resources. It analyzes consumer choice theory, alternative market structures, labor markets, and production and cost theories. Additionally, it investigates strategic interactions, asymmetric information, and public sector policy impacts on welfare.
Module-specific learning outcomes	*Students will be able to:* • Model consumer behavior and individual economic choices. • Analyze firm production and cost theories across various market structures. • Evaluate strategic interactions and decisions under asymmetric information. • Assess how public policies and contracts influence economic market welfare.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 72 h; independent work (reading, assignments, preparation, and exam preparation): 168 h.

BBA 390. Internship 2

Credits	6 ECTS
Semester	6
Module description	This professional internship placement places students in active corporate environments for four weeks. It bridges theoretical classroom concepts with practical workplace processes and operational workflows. Students gain firsthand exposure to everyday business structures and organizational practices.
Module-specific learning outcomes	*Students will be able to:* • Observe and evaluate standard corporate workflows in real-world settings. • Demonstrate professional etiquette and effective workplace communication. • Document operational experiences through structured reflection and reporting.
Teaching and learning methods	On-site professional work environment.
Assessment forms	Project report and presentation.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (on-site work): 160 h; independent work (report preparation): 20 h.

BBA 419. Econometrics

Credits	8 ECTS
Semester	7
Module description	This course teaches quantitative research methods using cross-sectional, time-series, and panel datasets. It addresses common empirical problems that lead to biased and inconsistent estimation results. Students receive hands-on training using STATA statistical software for data management and analysis.
Module-specific learning outcomes	*Students will be able to:* • Execute regression analyses using cross-sectional, time-series, and panel data. • Identify and correct econometric biases that cause inconsistent results. • Utilize STATA software to manage and process empirical datasets. • Conduct independent, evidence-based economic and business research.
Teaching and learning methods	Lectures, seminar discussions
Assessment forms	Quizzes; in-class activity; project; final exam.
Workload	Total: 240 h (8 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 192 h.

BBA 421. Business Strategy

Credits	4 ECTS
Semester	7
Module description	This interdisciplinary capstone course covers the formulation, implementation, and evaluation of corporate business strategies. It views the firm holistically from a general management perspective to ensure long-term survival and performance. It treats the external environment, including buyers, competitors, and global forces, as dynamic and uncertain.
Module-specific learning outcomes	*Students will be able to:* • Formulate comprehensive competitive strategies from a general management view. • Analyze dynamic external environments, including competitors and global forces. • Create sustainable competitive advantages and secure favorable market positions. • Allocate critical organizational resources effectively over long time horizons.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; project; final exam.
Workload	Total: 120 h (4 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 72 h.

BBA 404. Operations Management

Credits	6 ECTS
Semester	7
Module description	This course examines principles and practices that drive efficient operational processes within organizations. Key topics include production planning, inventory management, supply chain logistics, and queuing systems. Students use quantitative analytical tools and case studies to optimize operational performance.
Module-specific learning outcomes	*Students will be able to:* • Design production plans and manage supply chain logistics systems. • Apply inventory control methods to optimize material flows. • Utilize quantitative tools to analyze and solve operational bottlenecks. • Propose efficiency-oriented solutions for organizational process challenges.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 403. Corporate Finance

Credits	6 ECTS
Semester	8
Module description	This specialized finance course focuses on managing and optimizing the financial activities of modern corporations. It covers financial planning, investment analysis, and capital budgeting to maximize shareholder value. Students evaluate high-level decisions regarding capital raising, mergers, and corporate growth.
Module-specific learning outcomes	*Students will be able to:* • Conduct capital budgeting and investment analysis for corporations. • Formulate capital structure strategies that maximize firm value. • Evaluate high-stakes decisions regarding mergers and capital acquisition. • Assess financial risks to ensure long-term organizational stability.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 420. International Business

Credits	6 ECTS
Semester	8
Module description	This course explores the principles, challenges, and practices of conducting business in the global marketplace. It covers international trade, foreign direct investment, global supply chains, and cross-border finance. It emphasizes how cultural, political, and technological factors influence multinational enterprises.
Module-specific learning outcomes	*Students will be able to:* • Analyze global market environments and international trade dynamics. • Formulate market entry strategies for multinational business expansion. • Navigate exchange rate fluctuations, trade regulations, and global risks. • Assess emerging trends like digital globalization and operational sustainability.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	In-class activity; group project; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 426. Final Project

Credits	6 ECTS
Semester	8
Module description	This capstone course cultivates the students' capacity for independent academic research. Students conduct extensive research and strategic business analysis under faculty supervision, where they integrate their prior comprehensive theoretical knowledge, empirical investigation skills, and presenting their results.
Module-specific learning outcomes	*Students will be able to:* • Design and carry out independent academic research or business analyses. • Collect and evaluate qualitative or quantitative business data. • Apply strategic managerial models to propose evidence-based solutions. • Defend findings professionally through formal reports and oral presentations.
Teaching and learning methods	Direct faculty supervision
Assessment forms	Research report; face-to face presentation.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

Elective Courses

BBA 408. Consumer behavior

Credits	6 ECTS
Semester	6
Module description	This course explores the psychological, social, and cultural drivers that influence consumer decision-making processes. It examines how marketers capture consumer insights to design effective segmentation and positioning strategies. Additionally, it investigates consumer behavior patterns across diverse digital and traditional retail environments.
Module-specific learning outcomes	*Students will be able to:* • Analyze psychological and sociological factors influencing consumer purchasing decisions. • Evaluate consumer behavior patterns to identify new market segmentation opportunities. • Apply consumer insights to design targeted and customer-centric marketing campaigns. • Assess how cultural and digital shifts impact modern consumer trends and brand loyalty.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 317. Business ethics and social responsibility

Credits	6 ECTS
Semester	6
Module description	This course examines ethical dilemmas and moral responsibilities in modern corporate environments. It covers stakeholder theory, corporate governance standards, and the integration of sustainable practices into business operations. Students learn to evaluate the societal impact of corporate decisions and formulate socially responsible strategies.
Module-specific learning outcomes	*Students will be able to:* • Identify ethical dilemmas and moral issues within corporate settings. • Apply normative ethical frameworks to resolve complex business conflicts. • Design corporate social responsibility initiatives that benefit stakeholders and society. • Evaluate governance structures that ensure transparency and accountability.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 504. Business communication

Credits	6 ECTS
Semester	6
Module description	This course develops professional written, verbal, and non-verbal communication skills essential for corporate success. It covers the preparation of executive reports, persuasive presentations, and effective negotiation techniques. Students also examine cross-cultural communication challenges in global business environments.
Module-specific learning outcomes	*Students will be able to:* • Compose clear, concise, and professional business documents and reports. • Deliver persuasive oral presentations suited for diverse corporate audiences. • Apply effective negotiation and conflict resolution strategies in workplace settings. • Navigate cross-cultural communication barriers in global business interactions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 413. Technology and innovation management

Credits	6 ECTS
Semester	6
Module description	This course explores how organizations develop, adopt, and manage technological innovations to maintain competitive advantage. It covers research and development strategies, technology lifecycles, and disruptive market forces. Students examine frameworks for fostering a corporate culture of creativity and managing R&D projects.
Module-specific learning outcomes	*Students will be able to:* • Evaluate technology lifecycles and identify disruptive innovation opportunities. • Formulate research and development strategies for technological growth. • Manage innovation projects and overcome organizational resistance to change. • Assess the impact of emerging technologies on traditional industry structures.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 512. Conflict management

Credits	6 ECTS
Semester	6
Module description	This course examines the sources and dynamics of interpersonal and organizational conflict. It covers negotiation strategies, mediation techniques, and dispute resolution frameworks used in corporate settings. Students develop practical skills to transform workplace friction into collaborative opportunities.
Module-specific learning outcomes	*Students will be able to:* • Identify the root causes of conflict within team and organizational environments. • Apply negotiation and mediation techniques to resolve disputes constructively. • Design proactive strategies to manage stress and prevent destructive friction. • Facilitate collaborative dialogue among diverse stakeholders with competing interests.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 515. Customer relationship management

Credits	6 ECTS
Semester	6
Module description	This course focuses on strategies and technologies used to build long-term, profitable customer relationships. It covers customer lifetime value analysis, loyalty program design, and CRM software applications. Students learn to leverage data analytics to personalize customer experiences and retain high-value clients.
Module-specific learning outcomes	*Students will be able to:* • Calculate customer lifetime value and segment client bases by profitability. • Implement customer relationship management software to track interactions. • Design effective customer retention and loyalty enhancement programs. • Analyze customer feedback data to improve service quality and satisfaction.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 409. Social entrepreneurship

Credits	6 ECTS
Semester	6
Module description	This course explores how entrepreneurial principles can be applied to address pressing social and environmental challenges. It covers hybrid business models, impact measurement, and social venture financing. Students learn to design ventures that balance financial viability with measurable social value creation.
Module-specific learning outcomes	*Students will be able to:* • Identify social and environmental problems suitable for entrepreneurial intervention. • Design sustainable hybrid business models for social enterprises. • Measure and evaluate the social and economic impact of a venture.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 412. Fundamentals of Logistics

Credits	6 ECTS
Semester	6
Module description	This course introduces the principles of physical distribution, warehousing, and transportation management. It examines how logistical networks coordinate the flow of goods and information from origin to consumption. Students explore inventory control methods and cost-reduction strategies within logistics operations.
Module-specific learning outcomes	*Students will be able to:* • Plan and evaluate transportation networks and shipping routes. • Manage warehousing operations and inventory storage efficiencies. • Analyze logistical costs to optimize supply chain performance. • Use logistics software tools to track material flows and shipments.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 505. Leadership

Credits	6 ECTS
Semester	6
Module description	This course examines leadership theories, styles, and practices essential for inspiring and guiding teams. It covers emotional intelligence, transformational leadership, and strategic vision setting. Students explore case studies of successful leaders to develop their own personal leadership philosophy.
Module-specific learning outcomes	*Students will be able to:* • Compare and apply different leadership styles to varied organizational contexts. • Demonstrate high emotional intelligence in team leadership roles. • Formulate a compelling strategic vision and inspire organizational commitment. • Evaluate personal leadership strengths and areas for continuous development.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 318. Fundamentals of Entrepreneurship

Credits	6 ECTS
Semester	6
Module description	This course covers the foundational steps of identifying business opportunities and launching new ventures. It examines market validation, business model canvas creation, and startup resource acquisition. Students learn to transform innovative ideas into scalable commercial enterprises.
Module-specific learning outcomes	*Students will be able to:* • Identify viable business opportunities through market research. • Develop a comprehensive business model canvas for a new venture. • Assess startup funding options, including bootstrapping and venture capital. • Formulate risk mitigation strategies for early-stage business growth.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 212. Business Law

Credits	6 ECTS
Semester	6
Module description	This course provides an overview of legal frameworks governing commercial transactions and business organizations. It covers contract law, torts, corporate structures, and intellectual property protection. Students learn to identify legal risks and ensure compliance with regulatory standards.
Module-specific learning outcomes	*Students will be able to:* • Interpret the legal principles of contracts and commercial agreements. • Evaluate the legal implications of different corporate entity structures. • Identify intellectual property rights and asset protection strategies. • Assess regulatory compliance requirements to minimize legal liabilities.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 410. Tourism management

Credits	6 ECTS
Semester	6
Module description	This course explores the operational and strategic aspects of the global tourism and hospitality industry. It examines destination marketing, sustainable tourism development, and hospitality service quality management. Students analyze industry trends and economic impacts of tourism on regional economies.
Module-specific learning outcomes	*Students will be able to:* • Analyze the economic and social impacts of tourism on destinations. • Formulate strategic marketing plans for tourism destinations and attractions. • Manage service quality standards within hospitality operations. • Evaluate sustainable tourism practices that protect local environments.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 407. Money, banking and financial markets

Credits	6 ECTS
Semester	6
Module description	This course examines the role of money, financial intermediaries, and central banks in the global economy. It covers interest rate determination, monetary policy transmission mechanisms, and financial market structures. Students analyze how central bank actions influence economic stability and financial asset prices.
Module-specific learning outcomes	*Students will be able to:* • Explain the structure and function of financial markets and intermediaries. • Analyze the determinants of interest rates and term structures. • Evaluate the impact of central bank monetary policies on economic activity. • Assess risks within banking institutions and financial systems.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 423 Banking and Insurance

Credits	6 ECTS
Semester	6
Module description	This course provides an in-depth study of commercial banking operations and the insurance industry. It covers credit risk management, bank asset-liability management, and underwriting principles. Students explore how financial institutions manage risk and comply with regulatory frameworks.
Module-specific learning outcomes	*Students will be able to:* • Evaluate commercial bank loan portfolios and credit risk metrics. • Analyze bank asset and liability management strategies. • Understand insurance underwriting principles and policy pricing models. • Assess regulatory compliance and risk management practices in financial institutions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 417. Sales management

Credits	6 ECTS
Semester	6
Module description	This course covers the principles and strategies of managing a corporate sales force. It examines sales planning, territory design, compensation structures, and performance evaluation. Students learn techniques for recruiting, training, and motivating sales teams to achieve revenue goals.
Module-specific learning outcomes	*Students will be able to:* • Design sales territories and quotas to optimize market coverage. • Formulate effective sales force compensation and incentive programs. • Train, motivate, and evaluate sales personnel performance metrics. • Apply strategic sales management techniques to close major enterprise accounts.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 406. Advertising

Credits	6 ECTS
Semester	6
Module description	This course explores the creation, execution, and evaluation of advertising and promotional campaigns. It covers media planning, creative strategy development, and digital ad placement. Students learn to measure campaign effectiveness and consumer response across various media channels.
Module-specific learning outcomes	*Students will be able to:* • Develop creative advertising strategies aligned with brand objectives. • Formulate comprehensive media plans across traditional and digital channels. • Evaluate the effectiveness and return on investment of advertising campaigns. • Analyze consumer engagement metrics to optimize ad performance.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 506. Supply chain management

Credits	6 ECTS
Semester	6
Module description	This course examines the integration of business processes across the entire supply chain network. It covers procurement strategies, demand forecasting, inventory optimization, and supplier relationship management. Students learn to design resilient supply chains that minimize costs and maximize responsiveness.
Module-specific learning outcomes	*Students will be able to:* • Design efficient supply chain networks and procurement strategies. • Apply demand forecasting models to optimize inventory levels. • Manage supplier relationships and evaluate vendor performance. • Mitigate supply chain disruptions using risk management frameworks.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

FIN 401. Research methods

Credits	6 ECTS
Semester	6
Module description	This course covers the foundational methodologies for conducting rigorous business and social science research. It examines research design, qualitative and quantitative data collection, and survey instrument development. Students learn to formulate research questions and analyze empirical data ethically.
Module-specific learning outcomes	*Students will be able to:* • Formulate clear research questions and testable hypotheses. • Design quantitative surveys and qualitative interview protocols. • Collect, clean, and organize primary and secondary research data. • Apply ethical standards in conducting business and academic research.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 415. Managerial economics

Credits	6 ECTS
Semester	6
Module description	This course applies microeconomic theory and tools to managerial decision-making problems. It covers demand estimation, production economics, pricing strategies, and decision-making under uncertainty. Students learn to optimize business outcomes by analyzing market structures and strategic behavior.
Module-specific learning outcomes	*Students will be able to:* • Apply economic models to solve managerial pricing and output problems. • Estimate demand functions to forecast consumer behavior and revenues. • Analyze cost structures to maximize operational profitability. • Formulate strategic decisions under conditions of risk and market uncertainty.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 507. Software in business management

Credits	6 ECTS
Semester	6
Module description	This course explores enterprise software systems and digital tools used to streamline business operations. It covers Enterprise Resource Planning (ERP) systems, customer databases, and workflow automation platforms. Students gain practical experience utilizing software to integrate cross-functional business processes.
Module-specific learning outcomes	*Students will be able to:* • Navigate enterprise resource planning systems and database platforms. • Integrate cross-functional business workflows using management software. • Automate routine administrative tasks to improve operational efficiency. • Evaluate software solutions to support data-driven enterprise decisions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 517. Financial reporting

Credits	6 ECTS
Semester	6
Module description	This course provides advanced study of accounting standards and financial reporting practices. It covers International Financial Reporting Standards (IFRS), complex balance sheet disclosures, and consolidation accounting. Students learn to prepare and interpret detailed corporate financial reports for external stakeholders.
Module-specific learning outcomes	*Students will be able to:* • Apply International Financial Reporting Standards to complex transactions. • Prepare consolidated financial statements for corporate groups. • Interpret intricate financial report footnotes and disclosures. • Communicate financial results transparently to regulatory bodies and investors.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 418. Pricing policy

Credits	6 ECTS
Semester	6
Module description	This course examines pricing strategies and tactics used by firms to maximize profitability and market share. It covers value-based pricing, price discrimination, dynamic pricing models, and psychological pricing. Students analyze cost and demand data to set optimal prices across diverse market conditions.
Module-specific learning outcomes	*Students will be able to:* • Implement value-based pricing strategies aligned with customer willingness to pay. • Apply price discrimination techniques to capture distinct market segments. • Design dynamic pricing models for fluctuating demand environments. • Evaluate the impact of competitor pricing moves on firm revenue.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 405. Investment management

Credits	6 ECTS
Semester	6
Module description	This course covers portfolio theory, asset allocation, and investment valuation techniques. It examines equity and fixed-income securities, derivative instruments, and risk-return trade-offs. Students learn to construct diversified portfolios and evaluate investment performance against market benchmarks.
Module-specific learning outcomes	*Students will be able to:* • Apply modern portfolio theory to construct diversified asset portfolios. • Value equity, fixed-income, and derivative financial instruments. • Assess risk-return profiles using quantitative financial models. • Evaluate portfolio performance relative to relevant market benchmarks.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 521. Sustainability and Environmental Economics

Credits	6 ECTS
Semester	6
Module description	This course examines the economic principles underlying environmental policy and corporate sustainability. It covers externality management, carbon pricing, resource valuation, and green business models. Students explore how businesses can balance ecological preservation with long-term economic profitability.
Module-specific learning outcomes	*Students will be able to:* • Analyze environmental externalities and market failure mechanisms. • Evaluate carbon pricing, taxation, and cap-and-trade policy instruments. • Integrate environmental sustainability into corporate strategic planning. • Assess green business models and circular economy initiatives.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

FIN 405. Performance Management

Credits	6 ECTS
Semester	6
Module description	This course explores systems and frameworks used to measure and enhance organizational and employee performance. It covers key performance indicators (KPIs), balanced scorecards, and appraisal methodologies. Students learn to align performance measurement systems with strategic corporate goals.
Module-specific learning outcomes	*Students will be able to:* • Design balanced scorecards and key performance indicators for organizations. • Implement effective employee performance appraisal and feedback systems. • Analyze operational performance metrics to identify productivity gaps. • Align performance management frameworks with strategic corporate objectives.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 518. Business analytics

Credits	6 ECTS
Semester	6
Module description	This course introduces descriptive, predictive, and prescriptive analytical tools for business decision-making. It covers data mining, statistical modeling, and visualization techniques using modern software tools. Students learn to translate raw operational data into actionable strategic insights.
Module-specific learning outcomes	*Students will be able to:* • Apply descriptive and predictive analytics models to business datasets. • Utilize data visualization tools to communicate analytical findings clearly. • Build prescriptive optimization models for operational problem-solving. • Drive data-backed strategic decisions across corporate functions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 508. International finance

Credits	6 ECTS
Semester	6
Module description	This course examines financial management in a globalized economic environment. It covers foreign exchange markets, exchange rate determination, multinational capital budgeting, and currency risk management. Students learn to navigate international financial transactions and protect assets against global market volatility.
Module-specific learning outcomes	*Students will be able to:* • Analyze foreign exchange market mechanics and rate fluctuations. • Formulate hedging strategies to mitigate currency and transaction risks. • Conduct multinational capital budgeting and international investment analyses. • Evaluate global financing options for multinational corporations.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 416. Audit

Credits	6 ECTS
Semester	6
Module description	This course introduces the principles, standards, and procedures of financial statement auditing. It covers internal control evaluation, audit evidence collection, and professional ethics. Students learn to assess financial reporting accuracy and detect material misstatements or fraud.
Module-specific learning outcomes	*Students will be able to:* • Apply auditing standards to evaluate corporate financial statements. • Assess internal control systems and identify control deficiencies. • Gather and evaluate sufficient and appropriate audit evidence. • Formulate professional audit opinions and communicate findings effectively.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 414. Corporate governance

Credits	6 ECTS
Semester	6
Module description	This course examines the system of rules, practices, and processes by which corporations are directed and controlled. It covers board of directors' oversight, shareholder rights, executive compensation, and regulatory compliance. Students analyze agency problems and mechanisms to align management incentives with shareholder value.
Module-specific learning outcomes	*Students will be able to:* • Evaluate the structure and responsibilities of corporate boards of directors. • Analyze agency conflicts between shareholders, management, and stakeholders. • Design executive compensation packages that encourage long-term performance. • Assess corporate governance codes and regulatory compliance standards.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 513. Tax and taxation

Credits	6 ECTS
Semester	6
Module description	This course provides a comprehensive study of national tax systems and corporate tax planning principles. It covers income taxes, value-added taxes, property taxes, and international tax compliance. Students learn to evaluate the tax implications of various business decisions and restructuring strategies.
Module-specific learning outcomes	*Students will be able to:* • Interpret national tax laws and corporate compliance requirements. • Calculate corporate and individual tax liabilities accurately. • Formulate legal tax planning strategies to minimize corporate tax burdens. • Assess the impact of tax policy changes on business investment decisions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 509. Development of new products

Credits	6 ECTS
Semester	6
Module description	This course explores the structured process of conceiving, designing, and launching new products. It covers idea generation, prototype testing, market feasibility analysis, and commercialization strategies. Students learn to manage cross-functional teams to bring innovative products successfully to market.
Module-specific learning outcomes	*Students will be able to:* • Generate and screen new product ideas using structured innovation frameworks. • Conduct market feasibility studies and consumer prototype testing. • Formulate comprehensive product launch and commercialization plans. • Manage cross-functional teams throughout the new product development lifecycle.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 516. Financial statement analysis

Credits	6 ECTS
Semester	6
Module description	This course teaches techniques for evaluating corporate financial statements to assess financial health and performance. It covers ratio analysis, cash flow evaluation, and earnings quality assessment. Students learn to forecast future financial performance and value corporate securities based on reported data.
Module-specific learning outcomes	*Students will be able to:* • Calculate and interpret key financial ratios for liquidity, solvency, and profitability. • Analyze corporate cash flow statements to evaluate operational sustainability. • Assess earnings quality and detect potential accounting red flags. • Forecast future financial performance to support valuation and investment decisions.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 520. Cost management

Credits	6 ECTS
Semester	6
Module description	This course examines advanced cost accounting and management techniques for controlling organizational expenses. It covers activity-based costing, standard costing, variance analysis, and cost-volume-profit relationships. Students learn to identify cost reduction opportunities and improve operational efficiency.
Module-specific learning outcomes	*Students will be able to:* • Implement activity-based costing systems to allocate overhead accurately. • Perform cost-volume-profit analyses to support operational planning. • Calculate and interpret standard cost variances to control expenses. • Propose strategic cost management solutions to improve profit margins.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

FIN 402. Financial risk management

Credits	6 ECTS
Semester	6
Module description	This course explores the identification, measurement, and mitigation of financial risks in corporations and financial institutions. It covers market risk, credit risk, operational risk, and the use of derivative hedging instruments. Students learn to construct risk management frameworks to protect firm capital.
Module-specific learning outcomes	*Students will be able to:* • Measure market and credit risks using quantitative models like Value at Risk. • Formulate hedging strategies using derivative instruments such as futures and options. • Assess operational and liquidity risks within corporate structures. • Design comprehensive enterprise financial risk management frameworks.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 424. Mathematical methods in decision making

Credits	6 ECTS
Semester	6
Module description	This course introduces advanced mathematical and quantitative models used to solve complex business decision problems. It covers linear programming, optimization techniques, decision trees, and game theory applications. Students learn to formulate mathematical models to optimize resource allocation and strategic choices.
Module-specific learning outcomes	*Students will be able to:* • Formulate linear programming models to optimize business resource allocation. • Apply decision tree analysis under conditions of risk and uncertainty. • Utilize game theory models to analyze competitive strategic interactions. • Solve quantitative optimization problems using mathematical software tools.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 519. Digital marketing

Credits	6 ECTS
Semester	6
Module description	This course explores digital marketing strategies, channels, and analytics tools used to reach online consumers. It covers search engine optimization (SEO), social media marketing, email campaigns, and pay-per-click advertising. Students learn to design and measure integrated digital campaigns to drive customer acquisition.
Module-specific learning outcomes	*Students will be able to:* • Design integrated digital marketing campaigns across online channels. • Optimize website visibility using search engine optimization techniques. • Execute social media and pay-per-click advertising campaigns effectively. • Analyze web traffic and campaign metrics using digital analytics tools.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 422. Project management

Credits	6 ECTS
Semester	6
Module description	This course covers the methodologies, tools, and techniques required to initiate, plan, execute, and close projects successfully. It examines project scope management, budgeting, scheduling using Critical Path Method (CPM), and risk tracking. Students learn to manage project teams and deliver outcomes within constraints.
Module-specific learning outcomes	*Students will be able to:* • Develop comprehensive project charters, scope statements, and work breakdown structures. • Create project schedules and budgets using critical path and earned value techniques. • Monitor project milestones and manage scope creep effectively. • Lead project teams and manage stakeholder expectations through completion.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.

BBA 428. AI Applications in Business

Credits	6 ECTS
Semester	6
Module description	This course explores the transformative applications of artificial intelligence and machine learning across business operations. It covers generative AI tools, predictive analytics, intelligent automation, and ethical considerations in AI adoption. Students learn to identify opportunities where AI can drive operational efficiency and innovation.
Module-specific learning outcomes	*Students will be able to:* • Identify business processes suitable for artificial intelligence and automation. • Evaluate generative AI tools and machine learning models for corporate use. • Analyze the operational and strategic impacts of AI-driven transformation. • Address ethical, bias, and governance challenges associated with AI deployment.
Teaching and learning methods	Lectures, seminar discussions.
Assessment forms	Quizzes; in-class activity; midterm exam; final exam.
Workload	Total: 180 h (6 ECTS × 30 h): contact hours (lectures and seminars): 48 h; independent work (reading, assignments, preparation, and exam preparation): 132 h.