



Bachelor of Business Administration

– BBA –

Standard Period of Studies: 36 months

ECTS Credits: 180

The BBA (Hons.) is an Undergraduate programme of studies preparing candidates for qualified professional roles in organisations. The course's purpose is to educate the responsible professional, who understands the general picture and wider implications by which organisations of different kind and industries are driven.

The BBA (Hons.) provides candidates with superior knowledge being fully concentrated on latest reconnaissance and developments, but focuses on modern organisational challenges, forces and values driving these. The course combines knowledge on organisations and introduces the understanding of key management skills and respects acknowledged findings of latest research.

Modules of the Bachelor of Business Administration:

1. *Year 1*
 - i. Business Economics
 - ii. Managing People, National and International HR Management
 - iii. Principles of Marketing
 - iv. Operations Management
 - v. Global Marketing Communications
 - vi. Principles of Management
2. *Year 2*
 - i. Business Accounting
 - ii. Business Ethics
 - iii. Corporate Strategy
 - iv. Research Methods
- v. International Trade and Law
- vi. Business Planning
3. *Year 3*
 - i. Innovation Management
 - ii. Leadership and Entrepreneurship
 - iii. Intercultural Dimensions and Relationships
 - iv. Bachelor Dissertation
4. *Optional Year 4*
(240 ECTS credit model of delivery)
(internships can equally take place as year 3 of studies)
 - i. Internship of 12 months or
 - ii. Two internships of 6 months