

Bachelor of Business Administration (taught in English)										
Year	1st		2nd		3rd		4th		ECTS	
Semester	1	2	3	4	5	6	7	8	(Credits)	
<b>Block 1. Disciplines (Modules)</b>										<b>207</b>
<b>General Humanities Cycle</b>										<b>42</b>
Life safety	•									2
Intro to University	•									1
Foreign language	•	•								5
Team building and group work training	•									3
Physical Culture and Sport	•	•								2
Philosophy	•									4
Sociology	•									4
Law		•								4
Workshop "Business presentation"	•									3
History		•								4
Second foreign language			•	•	•	•				10
<b>Cycle of Mathematics and Computer Science</b>										<b>21</b>
Mathematics	•	•								6
Data Analysis			•	•						7
Computer workshop	•	•								4
Management Computer Tools			•							4
<b>General Professional Cycle</b>										<b>60</b>
Intro to Specialty			•							1
Economics	•	•								6
Business Fundamentals		•								4
Evolution of Management Theories		•								4
Human Resource Management			•							3
Business Taxation			•							4
Organizational Theory and Change Management			•							6
Financial & Management Accounting			•	•						6
Statistics			•							5
Quantitative Methods in Management				•						4
Principles of Banking and Finance				•						4
Marketing				•						4
Business Process Management				•						4
Project Management				•						5
<b>Faculty Cycle</b>										<b>25</b>
Problem-solving & Decision-making					•					5
Innovation & Digital Business Transformation					•					5
Financial Management					•					5
Strategic Management					•					5
Business Ethics & Stakeholder Engagement					•					5

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<b>Profile and Profile Electives Cycle</b>										<b>59</b>
<b>Profile Business &amp; Entrepreneurship</b>										<b>41</b>
Operations Management						•				5
Product Management						•				5
Project in Entrepreneurship						•				5
International Management						•				5
Supply Chain Management							•			5
Business Law							•			4
Investment Management							•			4
Competitive & Business Intelligence							•			4
Risk Management							•			4
<b>Profile Electives Cycle (choosing 2 modules out of 4)</b>										<b>18</b>
<b>Module 1 "Entrepreneurship"</b>										<b>9</b>
Entrepreneurial Life Cycle						•				3
Technology Entrepreneurship						•				3
Entrepreneurial Finance							•			3
<b>Module 2 "Innovation"</b>										<b>9</b>
Research and Development Management						•				3
Industrial Production: Technologies, Design and Equipment						•				3
Internet of Things: Technology & Instruments							•			3
<b>Module 3 "Soft Skills"</b>										<b>9</b>
Written & Oral Communication Skills						•				3
Facilitation Skills							•			3
Cross Cultural Management							•			3
<b>Module 4 "IT Skills"</b>										<b>9</b>
Programming & Data Analysis with Python						•				3
Introduction to Big Data Analysis							•			3
Management Information Systems							•			3

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<b>Profile Marketing Management</b>										<b>41</b>
Customer Analytics						•				5
Marketing Research						•				5
Project in Entrepreneurship						•				5
Product Management						•				5
Business Models & Product Monetization							•			5
Sales Management & Principles of Advertising							•			4
Customer & Public Relations Management							•			4
Pricing Strategies and Price Analytics							•			4
Business Law							•			4
<b>Profile Electives Cycle (choosing 2 modules out of 4)</b>										<b>18</b>
<b>Module 1 "Performance-based Marketing"</b>										<b>9</b>
Targeted advertising						•				3
Web-analytics						•				3
Data Visualization							•			3
<b>Module 2 "Content Digital Marketing"</b>										<b>9</b>
Digital Marketing and Social Media Management						•				3
Copywriting						•				3
Content Distribution and Promotion							•			3
<b>Module 3 "Soft Skills"</b>										<b>9</b>
Written & Oral Communication Skills						•				3
Facilitation Skills							•			3
Cross Cultural Management							•			3
<b>Module 4 "IT Skills"</b>										<b>9</b>
Programming & Data Analysis with Python						•				3
Introduction to Big Data Analysis							•			3
Management Information Systems							•			3
<b>Block 2.1 Research Work</b>		•		•		•				<b>3</b>
<b>Block 2.2 Practice</b>								•		<b>21</b>
<b>Block 3. State final certification</b>								•		<b>9</b>
<b>Total</b>										<b>240</b>