

**Name of Program: Business Studies**  
**(BACHELOR OF BUSINESS ADMINISTRATION)**

**Degree: Bachelor of Business Administration**

The Business Studies program is specifically designated to be very flexible, thus, giving the opportunity for students to choose up to three areas of concentration rather than concentrate on only one.

By selecting courses from any business area including other approved disciplines students have the opportunity to develop special programs of study that meet specific career goals not covered by other majors.

**GENERAL OBJECTIVES:**

- To develop the student's capacity to think, analyse and process information in an innovative and creative way
- To develop an awareness, respect and appreciation of the social, moral and ethical values as the main principles of one's relationship towards others and to the community;
- To develop the students analytical, critical thinking, decision-making and communication competencies that will help promote their personal achievement and contribution to organizations;
- To build breadth of perspective through the general education requirements and provide sufficient specialization to meet basic professional and career requirements;
- To provide the student with the necessary requirements for academic and/or career advancements.

**SPECIFIC OBJECTIVES:**

- To provide students with a foundation in Business Studies in terms of theory and practice;
- To allow students to choose two or three areas of concentration rather than the usual single major, and to offer students the opportunity to develop special programs of study that meet specific career goals not covered by other majors;
- The main attention is directed to the skills and knowledge required by the profession
- To assist the students in developing leadership, which can be used to motivate employees and also in reaching solutions to problems relating to Business enterprise

**LEARNING OUTCOMES:**

Upon successful completion of the Business Studies program students should be able to:

- Demonstrate their ability to communicate effectively in business through speaking, writing, and electronic means
- Demonstrate their ability to work in teams and work effectively within them.
- Illustrate their awareness and capability to analyse of environmental, economic, social, political, legal, and ethical nature including their impact on individuals and businesses.
- Describe the application of manual and computer-based quantitative and qualitative tools and methodologies in identifying and solving problems and making decisions in business situations.
- Critically evaluate and apply concepts, techniques, strategies, and theories from any appropriate discipline in business contexts.
- Differentiate between contexts of various sectors of business and adapt to them models and techniques of analysis, planning and decision making.
- Demonstrate awareness of the major functions of business and their contribution to value creation.

- Demonstrate their ability to analyze competitors and formulate strategies and tactics to build competitive advantage.
- Describe ways to initiate and implement innovation and change programs working in interdisciplinary teams.
- Demonstrate their skills in developing a holistic perspective of the interconnected internal and external factors and make critical assessment of their impact on business.

#### **EMPLOYMENT OPPORTUNITIES:**

The Graduates of the program Business Studies deal with the management and organization of companies that are active in the entire spectrum of the modern economy (industry, providing services etc.). More specifically, the Graduate's purpose is to identify and solve problems of the everyday operation of a business (general organization and administration, financial and accounting situation, personnel administration). Also, the Graduates plan strategies and actions to be followed by a business in order to increase the effectiveness and efficiency as much as possible.

<b>DEGREE REQUIREMENTS</b>	<b>Credits</b>	<b>ECTS</b>
All students pursuing the Bachelor degree in "Business Studies" must complete the following requirements:		
<b>General Education Requirements</b>	<b>24</b>	<b>42</b>
<b>Business Core Requirements</b>	<b>45</b>	<b>77</b>
<b>Major Fields of Study</b>	<b>51</b>	<b>105</b>
<b>Free Electives</b>	<b>9</b>	<b>16</b>
<b>Total Requirements</b>	<b>129</b>	<b>240</b>

<b>GENERAL EDUCATION REQUIREMENTS</b>		<b>24 credits</b>	<b>42 ECTS</b>
<b>English and Communication</b>		<b>9 credits</b>	<b>16 ECTS</b>
COM 101	Public Speaking <sup>1</sup>	3	5
ENB220	Writing for Business Studies	3	6
ENB225	Business Communication in English	3	5
<b>Humanities and Social Sciences <sup>2</sup></b>		<b>9 credits</b>	<b>16 ECTS</b>
Philosophy, Psychology, Sociology, History or Political Sciences		9	16
<b>Mathematics</b>		<b>3 credits</b>	<b>5 ECTS</b>

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MAT 115	Statistics I	3	5
<b>Computer Science</b>		<b>3 credits</b>	<b>5 ECTS</b>
CSC190	Computer Fundamentals and Applications	3	5
<b>BUSINESS CORE REQUIREMENTS</b>		<b>45 credits</b>	<b>77 ECTS</b>
ACC 112	Introduction to Financial Accounting	3	5
ACC 113	Introduction to Managerial Accounting	3	5
BUS 101	Introduction to Business	3	5
BUS 111	Finite Mathematics for Business	3	5
BUS 201	International Business	3	5
BUS 401	Business Policy and Strategic Management	3	6
BUS 360	Innovation and Entrepreneurship	3	5
ECO 101	Principles of Microeconomics	3	5
ECO 102	Principles of Macroeconomics	3	5
BUS 195	Business Calculus and Applications	3	5
FIN 101	Essentials of Financial Analysis	3	6
LAW 101	Business Law I	3	5
MAR 101	Introduction to Marketing	3	5
MGT 101	Principles of Management	3	5
MGT 205	Organizational Behavior	3	5
<b>MAJOR REQUIREMENTS</b>		<b>51 credits</b>	<b>105 ECTS</b>
BUS 411	Senior Project	3	10
BUS 215	Business Research	3	6
<b>FREE ELECTIVES</b>		<b>9</b>	<b>16</b>
<p><b>MAJOR FIELDS OF STUDY</b></p> <p><b>Students may select two or more areas from the concentrations listed below:</b></p> <p>Accounting  Business Economics  Hospitality and Tourism Management  Marketing Communications and Social Media</p>			

<sup>1</sup> Students who do not meet the level of English for the course COM101 can alternatively register in the course COM100 – Fundamentals of Speech.

<sup>2</sup> No more than two courses can be taken from a discipline unless otherwise specified.