

BACHELOR OF BUSINESS ADMINISTRATION CURRICULUM 1ST YEAR			
CODE	SUBJECT	DESCRIPTION	ECTS
MKT210	Introduction to Marketing	The aim of this unit is to enable candidates to understand the purchase decision-making process and how marketing research techniques are used to contribute to the development of marketing plans. This unit explores buyer behaviour and how it is influenced by a range of factors and situations.	4
BUS2000	Introduction to business	This course is designed as a survey course that will expose you to business terminology, concepts, and current business issues. The intent is to develop a viable business vocabulary, foster critical and analytical thinking, and refine your business decision-making skills.	4
BEN201	Business English	This course is designed improve your lingual skills as well as acquainting you with business terminology. It will include techniques of reading, writing, presenting and debating, which are 4 key elements of communication.	4
FIN210	Introduction to Finance	This class offers the basic concepts and tools necessary to understand how financial markets work, and how financial instruments are used for sound investment decisions. Topics covered include the following: models of risk and return; time value of money and net present value; market efficiency	4
COM210	Communication Skills	Business communications is a term for a wide variety of activities, including the following: strategic communications planning, media relations, public relations, brand management, reputation management, speech-writing, customer-client relations, and internal/employee communications.	4
MIS210	Management Information Systems (MIS 1)	This unit explores the relationship between data, information and knowledge. Candidates who aspire to positions in the area of information systems management will develop the fundamental knowledge, understanding and skills necessary for such job roles.	4
ACC210	Managing Accounting Costing and Budgeting	This unit provides candidates with the knowledge, understanding and skills to use cost information for budgeting and forecasting purposes in the management of business. This unit deals with cost information, both current and future, of businesses.	4
MGT210	Management	Management is a process through which the goals of an organization are achieved and change in the workplace is handled. This process involves using human, financial, and informational resources. The goals are achieved through the four steps of management: planning, organizing, controlling, and leading.	4
MAT210	Mathematical Tools For Business	These courses typically do not go into the same depth as standard courses in the mathematics or science fields. The two most common mathematics courses taken in this form are Business Calculus and Business Statistics.	4
ECO210	Economics	Economics is concerned with economic issues and problems related to the business' organization, management, and strategy. Issues and problems include an explanation of why corporate firms emerge and exist, why they expand horizontally, vertically and spacially, the role of entrepreneurs [...]	4
FOL210	Foreign Language	At least two foreign languages are mandatory to pass our Diploma program. Studying and living in Italy will push you to gain additional language skills in Italian. The second language will be Chinese.	4
LAW220	Business Law	Business law consists of many different areas including the following: Contracts, the law of Corporations and other Business Organizations, Securities Law, Intellectual Property, Antitrust, Secured Transactions, Commercial Paper, Pensions & Benefits, Trusts & Estates, Immigration Law, Labor Law, Employment Law and Bankruptcy.	4
LEA220	Leadership 360 degrees	The objective of this unit is to help students acquire and develop skills in relation to effective leadership within organizations. Students will understand and compare different approaches, theories and methodologies about leadership and will practice leadership behaviors through class exercises and assignments.	4
MTC210	The Moot Court	A moot court is an extra curricular activity in which students take part in simulated court proceedings, which usually involves drafting briefs (or memorials) and oral argumentation. The term derives from Anglo-Saxon times, when a "moot" was a gathering of prominent men in a locality to discuss matters of local importance.	4
IWK220	International Week	First year students should participate in the Businet conference in Edinburgh, a fantastic opportunity to meet all SSM students around the world and to discuss market trends.	4
INT220	Internship	You're requested to bring a proof of at least two months of Internship experience in local (or virtual-remote) business. In alternative to an internship would a Study-Abroad experience also be accepted. For the latter option you need to produce a certificate of attendance or an academic transcripts from the host-institution.	4
TOTAL ECTS			64