

BACHELOR OF BUSINESS ADMINISTRATION CURRICULUM 2ND YEAR			
CODE	SUBJECT	DESCRIPTION	ECTS
STA210	Managerial Statistics	Introduces students to basic concepts in probability and statistics of relevance to managerial decision making. Topics include basic data analysis, random variables and probability distributions, sampling distributions, interval estimation, hypothesis testing and regression.	4
TQM210	Total Quality Management	Total quality management (TQM) consists of organization-wide efforts to install, and make permanent, a climate in which an organization continuously improves its ability to deliver high-quality products and services to customers. TQM efforts typically draw on the previously developed tools and techniques of quality control.	4
SMG220	Sales Management	Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales, through the sale of products and services, and resulting in profit, drive most commercial business.	4
ACC310	Advanced Accounting	Get a comprehensive understanding of consolidated financial statements and how to prepare them. Focus on the accounting principles, methods and techniques that relate to particular types of business and nonbusiness entities, including corporations, partnerships, government units, estates and trusts, and nonprofits.	4
FIN300	Venture Capital And Private Equity	Venture capital (VC) is money provided to seed early-stage, emerging and growing companies. Venture capital funds invest in companies in exchange for equity in the companies they invest in, which usually have a novel technology or business model in high technology industries, such as biotechnology and IT.	4
MIS300	Management Information System 2: Decision Science In Business & Management	Any specific information system aims to support operations, management and decision making. An information system is the information and communication technology (ICT) that an organization uses, and also the way in which people interact with this technology in support of business processes.	4
HRM300	Human Resource Management	Human resource management is a function in organizations designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems.	4
MKT300	Principles of Marketing	Marketing is about communicating the value of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service, or brand.	4
MBK300	Money and Banking Business	Banking in its modern sense evolved in the 14th century in the rich cities of Renaissance Italy, but in many ways it was a continuation of ideas and concepts of credit and lending that had their roots in the ancient world.	4
MKT310	Consumer Behaviours	This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors.	4
ECO300	International Economics	International economics is concerned with the effects upon economic activity from international differences in productive resources and consumer preferences, as well as the international institutions that affect them.	4
FIN310	Principle of Finance	In Financial Accounting, we learned that firms are required to keep detailed financial records so that organized reports can be distributed to managers, shareholders, and government regulators. Principles of Finance will focus on what these managers, investors, and government agencies do with this information.	4
MGT310	Intercultural Management	The globalization of the economy, with increased cross-border alliances, ventures and global relocations, as well as the advent of e-commerce, has brought about major changes in the field of international customer relations and intercultural diversity management.	4
LEA320	Leadership 320 degrees pt.II	During your Diploma studies, you have learned to use Leadership as a way to structure and plan the future. You were designing your roadmap for the future. In the second year, you will use your leadership skills to motivate and lead others to change or to make a change.	4
BEN310	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
IWK220	International Week	Second 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			68