

BBA in Marketing - Degree Plan 2014 - Present

| FIRST YEAR | | | | | | | |
|---------------|------|-----------------------------------|-----------|-----------------|-----|-----------------------|-----------|
| Fall semester | | | | Spring semester | | | |
| Course | | | ECTS | Course | | | ECTS |
| ECON 100 | Core | Introduction to Economy | 3 | ENGL 102 | UR | English Foundations-2 | 8 |
| ECON 103 | Core | Azerbaijan Economy | 3 | AZH 150 | UR | Azerbaijan History | 6 |
| ENGL 101 | UR | English Foundations-1 | 8 | AZLL 105 | UR | Azerbaijan Literature | 6 |
| CMS 101 | GER | Introduction to Computer Sciences | 6 | MED 315 | GER | Civil Defense | 6 |
| AZLL 101 | UR | Azerbaijan Language | 6 | LAW 220 | GER | Family Law | 6 |
| AZC 201 | UR | Azerbaijan Culture | 6 | | | | |
| Total | | | 32 | Total | | | 32 |

| SECOND YEAR | | | | | | | |
|---------------|------|------------------------------------|-----------|-----------------|------|---|-----------|
| Fall semester | | | | Spring semester | | | |
| Course | | | ECTS | Course | | | ECTS |
| ENGL 103 | UR | Academic English | 8 | ENGL 216 | UR | English for Special Purposes | 6 |
| * | GER | Humanity (second foreign language) | 6 | * | GER | Humanity (second foreign language) | 6 |
| MATH 101 | GER | Calculus | 6 | MATH 225 | Core | Mathematics for Economics and Business | 6 |
| ACC 210 | Core | Principles of Accounting | 6 | BSA 205 | Core | Computer Applications in Business and Economics | 6 |
| ECON 201 | Core | Principles of Microeconomics | 6 | ECON 202 | GER | Principles of Macroeconomics | 6 |
| Total | | | 32 | Total | | | 30 |

| THIRD YEAR | | | | | | | |
|---------------|------|--|-----------|-----------------|----------|---|-----------|
| Fall semester | | | | Spring semester | | | |
| Course | | | ECTS | Course | | | ECTS |
| MGT 310 | Core | Management and Organization | 6 | MGT 330 | Core | Business and Professional Communication | 4 |
| MKT 301 | Core | Principles of Marketing | 6 | LAW 305 | Core | Economic and Business Law | 6 |
| FIN 310 | Core | Fundamentals of Financial Management | 6 | MKT 430 | Major | Consumer Behavior | 6 |
| BSA 215 | Core | Statistical Methods for Economics and Business | 6 | MKT 310 | Major | Principles of Advertising | 6 |
| ACC 340 | Core | Principles of Taxation | 6 | * | Elective | | 6 |
| Total | | | 30 | Total | | | 28 |

| FOURTH YEAR | | | | | | | |
|---------------|----------|--------------------------------------|-----------|-----------------|----------|--|-----------|
| Fall semester | | | | Spring semester | | | |
| Course | | | ECTS | Course | | | ECTS |
| ECON 390 | Core | World Economy | 6 | MGT 465 | Core | Strategic Management and Business Policy | 6 |
| MGT 440 | Core | Production and Operations Management | 6 | MKT 465 | Major | Marketing Strategy | 6 |
| MKT 450 | Major | Marketing Research | 6 | MKT 470 | Major | Digital Marketing | 6 |
| MKT 420 | Major | International Marketing | 6 | * | Elective | | 6 |
| * | Elective | | 6 | * | Elective | | 6 |
| * | Elective | | 6 | | | | |
| Total | | | 36 | Total | | | 30 |

TOTAL 256 ECTS

The University Requirements (UR): 54 ECTS

- English language: 30 ECTS
- Azerbaijani studies: 24 ECTS

Major Requirements: 160 ECTS

- Core courses: 88 ECTS
- Major courses: 36 ECTS
- Electives: 30 ECTS
- Internship (summer, 3rd year): 6 ECTS

General Education Requirement (GER): 42 ECTS

- The humanities: 12 ECTS
- The social science: 12 ECTS
- The Science and Technology: 18 ECTS

* Students select 5 electives from the list of DEM courses in consultation with advisor. The courses can be taken from all areas of concentration (more than 2 courses from each of the non-major divisions are not allowed; Economics, Finance, Accounting, Management, and Business).

Approved by Dr. Jeyhun Mammadov
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