

BBA in Marketing - Degree Plan 2020

FIRST YEAR							
Fall semester				Spring semester			
Course			ECTS	Course			ECTS
ECON 101	Core	Introduction to Economics	6	ENGL 102	UR	English Foundations-2	8
ENGL 101	UR	English Foundations-1	8	AZH 150	UR	Azerbaijan History	6
CMS 101	GER	Introduction to Computer Sciences	6	AZLL 105	UR	Azerbaijan Literature	6
AZLL 101	UR	Azerbaijan Language	6	MED 315	GER	Life Science	6
AZC 201	UR	Azerbaijan Culture	6	MGT 101	GER	Career Planning	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 215	GER	Linear Algebra & Mathematical Analysis	6	MATH 217	Core	Probability Theory & Mathematical Statistics	6
ECON 203	Core	Microeconomics	6	BSA 205	Core	Computer Applications in Business and Economics	6
ACC 310	Core	Financial Accounting	6	ECON 205	GER	Macroeconomics	6
Total			32	Total			30

THIRD YEAR							
Fall semester				Spring semester			
Course			ECTS	Course			ECTS
BSA 245	Core	Statistics	6	ECON 450	Core	Econometrics	6
MGT 305	Core	Management	6	MKT 430	Core	Consumer Behavior	6
MKT 302	Core	Marketing	6	MKT 457	Core	Advertising	6
MGT 330	Core	Business & Professional Communication	4		Elective		6
FIN 310	Core	Fundamentals of Financial Management	6		Elective		6
Total			28	Total			30

FOURTH YEAR							
Fall semester				Spring semester			
Course			ECTS	Course			ECTS
MGT 415	Core	Sales Management	6	MKT 465	Core	Marketing Strategy	6
MKT 435	Core	Retail Marketing	6	MKT 470	Core	Digital Marketing	6
MKT 450	Core	Marketing Research	6		Elective		6
	Elective		6		Elective		6
	Elective		6		Elective		6
	Elective		6				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: 94 ECTS
- Electives: 60 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 8 electives from the list of Department of Economics and Management (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.

Recommended elective courses

THIRD YEAR				
Fall semester			Spring semester	
Course	ECTS	Course	ECTS	
		LAW 305	Business Law	6
		MGT 410	Organizational Behavior	6
		FIN 440	Financial Markets	6
		MGT 457	Innovation Management	6
		MGT 380	Business Ethics and Social Responsibility	6

FOURTH YEAR				
Fall semester			Spring semester	
Course	ECTS	Course	ECTS	
MGT 443	6	Operations Management	MKT 420	6
ECON 423	6	Environmental Economics	MGT 463	6
MGT 450	6	Human Resource Management	ACC 450	6
FIN 425	6	Insurance	MGT 485	6
MGT 470	6	International Management	FIN 470	6
MGT 480	6	Leadership Principles and Applications	MGT 460	6
ACC 490	6	Taxation	ECON 475	6
IB 410	6	International Business	ECON 460	6

Note: Fourth year students can choose third year elective courses. Courses not on the list must be approved by the DEM.