New BBA 2024

Program Structure:

- **General Education (24 Credits)**

Course Code	Course Name	Credits
ELE 1001	Communicative English I	3 (2-3-6)
ELE 1002	Communicative English II	3 (2-3-6)
ELE 2000	Academic English	3 (2-3-6)
ELE 2001	Advanced Academic English	3 (2-3-6)
GE2202	Ethics	3 (3-0-6)
+ Three General Education Courses (9 credits)		

- **Business Core Courses (59 Credits)**

Course Code	Course Name	Credits
BBA 1111	Business Essential: A Design Thinking Approach	3 (3-0-6)
BBA 1112	Digital Literacy	3 (2-2-5)
BBA 1113	Mathematics for Business	3 (3-0-6)
BBA 1114	Microeconomics	3 (3-0-6)
BBA 1121	Marketing in Practice	3 (3-0-6)
BBA 1122	Statistics for Business	3 (3-0-6)
BBA 1123	Management in Dynamic Contexts	3 (3-0-6)
BBA 1124	Macroeconomics	3 (3-0-6)
BBA 1125	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2111	Navigating Global Business Environment	3 (3-0-6)
BBA 2112	Data Analytics and Visualization	3 (2-2-5)
BBA 2113	Intercultural Communication and Negotiation	3 (3-0-6)
BBA 2114	Financial Environment and Financial Planning	3 (3-0-6)
BBA 2115	Fundamentals of Managerial Accounting	3 (3-0-6)
BBA 2121	Consumer Behaviors and Insights	3 (3-0-6)
BBA 2122	Operations and Supply Chain Management	3 (3-0-6)
BBA 2123	Essential Strategies for Sustainable Business	3 (3-0-6)
BBA 2124	Corporate Financial Management	3 (3-0-6)
BBA 3111	Business Research for Practitioners	3 (3-0-6)
BBA 1110	Seminar in Business I	1 (1-0-2)
BBA 1120	Seminar in Business II	1 (1-0-2)

- **Major Required Courses (30 Credits)**

Course Code	Course Name	Credits
BBA 2110	Seminar in Business III	1 (1-0-2)
BBA 2120	Seminar in Business IV	1 (1-0-2)
BBA 2125	Developing Leadership and Sustainability Mindsets	3 (3-0-6)
BBA 4111	Entrepreneurship	3 (3-0-6)
+ Major Professional Seminar		1 (1-0-2)
+ 7 Major Required Courses		21

(1) Digital Business Management			(2) Finance and Risk Management		
BDM 3202	Digital Commerce	3 (2-2-5)	BFR 2231	Business Strategic Analysis and Sustainable Finance	3 (3-0-6)
BDM 3207	Systems Analysis and Design	3 (2-2-5)	BFR 3131	Investment Management and Analysis	3 (3-0-6)
BDM 3208	Enterprise Resource Planning	3 (2-2-5)	BFR 3132	Risk Management and Insurance	3 (3-0-6)
BDM 3303	Data Mining	3 (2-2-5)	BFR 3133	Financial Reporting and Analysis	3 (3-0-6)
BDM 3306	Essential Logic for Data Professionals	3 (2-2-5)	BFR 3231	Investment Strategy and Valuation	3 (3-0-6)
BDM 3405	Database Systems	3 (2-2-5)	BFR 3232	Financial Modeling and Analysis	3 (3-0-6)
BDM 3415	Business Intelligence	3 (2-2-5)	BFR 4131	Value Based Management and Financial Decisions	3 (3-0-6)

(3) Global Business Management			(4) Hospitality and Tourism Management		
BGB 3211	Diversity and Culture in Global Environment	3 (3-0-6)	BHT 3211	Gateway to Service Industry	3 (3-0-6)
BGB 3212	Marketing Strategies for Global Ventures	3 (3-0-6)	BHT 3212	Food Service Management	3 (3-0-6)
BGB 3221	Global Business Strategies	3 (3-0-6)	BHT 3213	Talent Management in Hospitality and Tourism	3 (3-0-6)
BGB 3222	Strategic Export-Import Practices and Research	3 (3-0-6)	BHT 4301	Information Technology in Hospitality and Tourism	3 (3-0-6)
BGB 4211	Global Supply Chain Management	3 (3-0-6)	BHT 4302	Operations and Leadership in Hospitality and Tourism	3 (3-0-6)
BGB 4212	Global Business Feasibility and Risk Management	3 (3-0-6)	BHT 4303	Strategic Management in Hospitality and Tourism	3 (3-0-6)
BGB 4221	Strategic Decision Making	3 (3-0-6)	BHT 4304	Internship in Hospitality and Tourism	3 (400 hours)

(5) Marketing			(6) Real Estate		
BMK 3211	Brand Driven Innovation	3 (3-0-6)	BRE 3201	Real Estate Business	3 (3-0-6)
BMK 3212	Integrated Marketing Communications	3 (3-0-6)	BRE 3204	Building Design and Construction Technique	3 (3-0-6)
BMK 3213	Marketing Analysis and Strategy	3 (3-0-6)	BRE 3302	Real Estate Appraisal	3 (3-0-6)
BMK 3221	Product and Pricing Strategy	3 (3-0-6)	BRE 3303	Commercial Property Management	3 (3-0-6)
BMK 4211	Marketing Research	3 (3-0-6)	BRE 3304	Real Estate Finance and Investment Analysis	3 (3-0-6)
BMK 4221	Marketing Metrics and Decisions	3 (3-0-6)	BRE 4303	Real Estate Development and Project Management	3 (3-0-6)
BMK 4222	Capstone Marketing Project	3 (3-0-6)	BRE 4412	Contemporary Issues in Real Estate Business	3 (3-0-6)

- **Elective Courses (21 Credits)**
  Choose among three options:
  (1) Business Minor (15 Credits) + Free Electives (6 Credits)
  (2) Internship (18 Credits) + Free Elective (3 Credits)
  (3) Global Exposure (18 Credits) + Free Elective (3 Credits)

Study Plan

Year 1 Semester 1

Course Code	Course Name	Credits
ELE 1001	Communicative English I	3 (2-3-6)
BBA 1111	Business Essential: A Design Thinking Approach	3 (3-0-6)
BBA 1112	Digital Literacy	3 (2-2-5)
BBA 1113	Mathematics for Business	3 (3-0-6)
BBA 1114	Microeconomics	3 (3-0-6)
BBA 1110	Seminar in Business I	1 (1-0-2)
+ One General Education Course (1/3)		3 (3-0-6)

Year 1 Semester 2

Course Code	Course Name	Credits
ELE 1002	Communicative English II	3 (2-3-6)
BBA 1121	Marketing in Practice	3 (3-0-6)
BBA 1122	Statistics for Business	3 (3-0-6)
BBA 1123	Management in Dynamic Contexts	3 (3-0-6)
BBA 1124	Macroeconomics	3 (3-0-6)
BBA 1125	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1120	Seminar in Business II	1 (1-0-2)

Year 2 Semester 1

Course Code	Course Name	Credits
ELE 2000	Academic English	3 (2-3-6)
BBA 2111	Navigating Global Business Environment	3 (3-0-6)
BBA 2112	Data Analytics and Visualization	3 (2-2-5)
BBA 2113	Intercultural Communication and Negotiation	3 (3-0-6)
BBA 2114	Financial Environment and Financial Planning	3 (3-0-6)
BBA 2115	Fundamentals of Managerial Accounting	3 (3-0-6)
BBA 2110	Seminar in Business III	1 (1-0-2)

Year 2 Semester 2

Course Code	Course Name	Credits
ELE 2001	Advanced Academic English	3 (2-3-6)
BBA 2121	Consumer Behaviors and Insights	3 (3-0-6)
BBA 2122	Operations and Supply Chain Management	3 (3-0-6)
BBA 2123	Essential Strategies for Sustainable Business	3 (3-0-6)
BBA 2124	Corporate Financial Management	3 (3-0-6)
GE2202	Ethics	3 (3-0-6)
BBA 2120	Seminar in Business IV	1 (1-0-2)

Year 3 Semester 1

Course Code	Course Name	Credits
BBA 3111	Business Research for Practitioners	3 (3-0-6)
BBA 2125	Developing Leadership and Sustainability Mindsets	3 (3-0-6)
+ One General Education Course (2/3)		3 (3-0-6)
+ One General Education Course (3/3)		3 (3-0-6)
+ Major Required Course (1/7)		3 (3-0-6)
+ Major Required Course (2/7)		3 (3-0-6)
+ Major Professional Seminar		1 (1-0-2)

Year 3 Semester 2

Course Code	Course Name	Credits
+ Major Required Course (3/7)		3 (3-0-6)
+ Major Required Course (4/7)		3 (3-0-6)
+ Business Concentration Course (1/5)		3 (3-0-6)
+ Business Concentration Course (2/5)		3 (3-0-6)
+ Business Concentration Course (3/5)		3 (3-0-6)
+ Free Elective Course (1/2)		3 (3-0-6)

Year 4 Semester 1

Course Code	Course Name	Credits
BBA 4111	Entrepreneurship	3 (3-0-6)
+ Major Required Course (5/7)		3 (3-0-6)
+ Major Required Course (6/7)		3 (3-0-6)
+ Major Required Course (7/7)		3 (3-0-6)
+ Business Concentration Course (4/5)		3 (3-0-6)
+ Business Concentration Course (5/5)		3 (3-0-6)

Summers

Course Code	Course Name	Credits
+ Free Elective Course (2/2) in one of the three summers		3 (3-0-6)