

# THE EEG - PART 3

## 'EBA PROGRAMME CURRICULUM'

A BACHELOR'S DEGREE IN ENTREPRENERIAL BUSINESS ADMINISTRATION

EBA - BACHELOR OF BUSINESS ADMINISTRATION DEGREE -

Entrepreneurship & Small Business  
Entrepreneurship & Digital Marketing  
Entrepreneurship & Fin-Tech



31 August 2023

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## EBA PROGRAMME CURRICULUM

### Bachelor Entrepreneurial Business Administration (EBA)

The bachelor's programme in Entrepreneurial Business Administration is aimed at business students who are looking for a BBA with application challenges from the very start. Students are highly motivated and aim to at least try to start and run their own business ventures, and they understand that a broad BBA also provides them with a solid base from which to start their careers or further their academic studies.

The programme contains all the elements of business administration, with an accent on small businesses, start-up venture, leadership and sales. There is also a solid base of accountancy knowledge and skills. The EBA is a further development of the IBA programme specialisation in Entrepreneurship & SME Management (NVAO accreditation 2018), and was accredited by FIBAA in 2013.

In a special double-degree pathway, the EBA is now also possible in combination with the University of Brighton's BSc in Business & Management to offer students a double degree.

### PROGRESSION - 3 YEARS OR 4 YEARS

This degree programme will take at least three or four years to complete, depending on: whether students opt for a longer placement period, gain enough credits at the ½-way point, or the block in which students have started.

Projected study time	The programme is planned in 3 phases over 3 years, but also in the standard 4 years.  For first-year entry, the absolute minimum study time is 3 years, which is allowed for under the act of higher education for 240-credit programmes. The projected study time is an average of 3.5 years. For Final Year entry (top-up, based on transfer of credits) it is a minimum of 1 year.	
Number of European Credits (ECs)	The programme consists of 240 ECs with 80 ECs per phase.	
Workload per EC	An overall workload per EC of 28 hours.	
Number of modules	<b>The total number of taught modules offered in the EBA/IBA Entrepreneurship &amp; Small Business is 50.</b> Including project Weeks, Work Placement and Final Project, this is 54 (2018).	
Time required for processing the final thesis and awarded ECs	The Final Project module comprises 20 European Credits and has an allocation of 560 hours.	
(Approx.) Number of contact hours including:  Taught Modules, Examinations, Exam Review, PDP, Project Weeks, Tutoring, Academic Supervision	Phase 1: 700 Contact hours Phase 2: 610 Contact hours Phase 3: 370 Contact hours	Year 1: 535 Year 2: 500 Year 3: 435 Year 4: 210

## TEACHING IN THE EBA

The method of teaching will vary from traditional lectures to interactive workshops, which involve group exercises, case studies and student presentations.

Assessment will differ according to module but it is designed to reflect a working ethos. It will involve essays and exams but also working in teams, giving presentations and evaluating the work of other students.

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### PHASE 1 - (THEORY)

These years are general freshman years focusing on textbook theory required for all related entrepreneurship & management courses.

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### PHASE 2 - (FROM THEORY TO PLANNING)

The focus of Phase 3 is moving from theory towards planning and many modules will be examined through cases and planning, e.g. a Marketing Plan for the module Marketing. The year also includes the completion of a Business Plan and other specific Entrepreneurship Modules, as well as an introduction to research methods.

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### PHASE 3 - (TOWARDS STRATEGY AND PRACTICE)

The Final Phase - in which students study the strategic modules of management, fulfil their special Work Preparation Module, as well as complete the year with their research assignment, the graduation dissertation. Students are also given the chance to test the robustness of their Business Plan in Business Start-ups and Business Plan Execution, as well as instigate a full business start-up in their Work Placement module. Double-degree students will follow a jointly taught curriculum with the University of Brighton.

In the tables below, the curricula of all the Bachelor's in Business Administration Programmes are shown, together with equivalent credits for each module or programme part, and the contact hours for each component. Key to Programme Charts:

Phase 1 = White
Phase 2 = Green
Phase 3 = Pink

Support Modules (*Pre-requisites for Phase 2, 3, Work Placement respectively*)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb - May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Dec/Feb - May	English Language for Work Experience	FL32	24	4	Pass
3	3	Sep to May	Work Experience Preparation Module	WP32	16	2	Pass

**The 3-Year Curriculum**

Entrepreneurial Business Administration / Entrepreneurship & Small Business (3 Years)							
Phase 1 (3-Year Curriculum)							
Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback & Group Interaction					
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
<b>Total Year 1 (3 Year Curriculum)</b>							<b>80</b>

<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Small Business (3 Years)</b>							
<b>Phase 2 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
2	2	Sep	Family Businesses	EN21	24	1	4
2	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
2	2	Sep	Sales & Export	MA23	24	2	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
2	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
2	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
2	2	Feb	Marketing Plan	MA25	24	2	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Sales Pipeline Management	EN23	24	1	4
3	2	May	Corporate Entrepreneurship	EN32	24	1	5
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW21	48	3	6
<b>Total Year 1 (3-Year Curriculum)</b>							<b>80</b>
<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Small Business (3 Years)</b>							
<b>Phase 3 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	3	Sep & Feb	Cost Accounting & Management	FIN31	24	1	5
4	3	Sep & Feb	Entrepreneurship & Society	EN31	24	8	5
3	3	Sep & Feb	Business Plan	BL31	24	2,7	4
3	3	Oct & April	Business Plan Execution	EN33	24	2,7	4
4	3	Oct 7 Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	International Trade	ITL31	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	1	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Phase 3 (3-Year Curriculum)</b>							<b>80</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>

Support Modules (Pre-requisites for Phase 2, 3, Work Placement respectively)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb - May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Dec/Feb - May	English Language for Work Experience	FL32	24	4	Pass
3	3	Sep to May	Work Experience Preparation Module	WP32	16	2	Pass

**The 3-Year Curriculum**

**Entrepreneurial Business Administration / Entrepreneurship & Digital Marketing (3 years)**

**Phase 1 (3-Year Curriculum)**

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback & Group Interaction					
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
<b>Total Year 1 (3 Year Curriculum)</b>							<b>80</b>



<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Digital Marketing (3 years)</b>							
<b>Phase 2 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
2	2	Sep	Marketing Technologies & Automation	MA26	24	1	4
2	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
2	2	Sep	Sales & Export	MA23	24	2	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Digital Consumer Behaviour	MA27	24	1	3
2	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
2	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
2	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
2	2	Feb	Marketing Plan	MA25	24	2	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Digital Marketing Communication & Portfolio	MA28	24	1	5
2	2	May	Data Analytics	GA22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW21	48	3	6
<b>Total Year 1 (3-Year Curriculum)</b>							<b>80</b>
<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Digital Marketing (3 years)</b>							
<b>Phase 3 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	3	Sep & Feb	Cost Accounting & Management	FIN31	24	1	5
4	3	Sep & Feb	Digital Marketing Strategy	MA36	24	1	5
3	3	Sep & Feb	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Business Plan Execution	EN33	24	2,7	4
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	Social Media Marketing	MA37	24	8	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Phase 3 (3-Year Curriculum)</b>							<b>80</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>



Support Modules (Pre-requisites for Phase 2, 3, Work Placement respectively)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Dec/Feb to May	English Language for Work Experience	FL32	24	4	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass

### Entrepreneurial Business Administration / Entrepreneurship & FinTech (3 years)

#### Phase 1 (3-Year Curriculum)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game		3	2	
			PDP Seminar - Leadership in Business Environment		3	2	
			PDP Seminar - Team Building		3	2	
			PDP Seminar - Effective Time Management		3	2	
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
<b>Total Year 1 (3 Year Curriculum)</b>							<b>80</b>

<b>Entrepreneurial Business Administration / Entrepreneurship &amp; FinTech (3 years)</b>							
<b>Phase 2 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
2	2	Sep	Introduction to Financial Technology	FIN28	24	1	4
2	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
2	2	Sep	Financial Business Models	FIN29	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Introduction to Big Data	IM27	24	1	3
2	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
2	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
2	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
2	2	Feb	Marketing Plan	MA25	24	2	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	2	May	Data Analytics	GA22	24	1	4
3	2	May	Corporate Entrepreneurship	EN32	24	1	5
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice "Project Weeks & In-Company Visits	PW21	48	3	6
<b>Total Year 1 (3-Year Curriculum)</b>							<b>80</b>
<b>Entrepreneurial Business Administration / Entrepreneurship &amp; FinTech (3 years)</b>							
<b>Phase 3 (3-Year Curriculum)</b>							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	3	Sep & Feb	Cost Accounting & Management	FIN31	24	1	5
4	3	Sep & Feb	E-Payments & Crypto-currency	FIN34	24	1	5
3	3	Sep & Feb	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Business Plan Execution	EN33	24	2,7	4
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	Financial Technology Risk Management	FIN35	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Phase 3 (3-Year Curriculum)</b>							<b>80</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>

Entrepreneurial Business Administration / Entrepreneurship & Small Business (4 Years)							
Year 1 (4-Year Curriculum)							
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game		3	2	
			PDP Seminar - Leadership in Business Environment		3	2	
			PDP Seminar - Team Building		3	2	
			PDP Seminar - Effective Time Management		3	2	
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
Total Year 1 (4-Year Curriculum)							60
Year 2 (4-Year Curriculum)							
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
2	2	Sep	Family Businesses	EN21	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	3	May	Corporate Entrepreneurship	EN32	24	1	5
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW21	48	3	6
Total Year 2 (4-Year Curriculum)							60

<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Small Business (4 Years)</b>							
<b>Year 3 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	2	Sep	Business Start-ups & Business Plans	BL21	24	2	4
3	2	Sep	Sales & Export	MA23	24	2,7	4
3	3	Sep	Cost Accounting & Management	FIN31	24	1	5
3	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
3	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
3	2	Feb	Marketing Plan	MA25	24	2	4
3	3	Feb or Apr	Business Plan	BL31	24	2,7	4
3	3	Feb or Apr	Business Plan Execution	EN33	24	2,7	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Sales Pipeline Management	EN23	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
<b>Total Year 3 (4-Year Curriculum)</b>							<b>60</b>

<b>Year 4 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
4	3	Sep & Feb	Entrepreneurship & Society	EN31	24	8	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	International Trade	ITL31	24	1	5
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Year 4 (4-Year Curriculum)</b>							<b>60</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>

Entrepreneurial Business Administration / Entrepreneurship & Digital Marketing (4 Years)							
Year 1 (4-Year Curriculum)							
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game		3	2	
			PDP Seminar - Leadership in Business Environment		3	2	
			PDP Seminar - Team Building		3	2	
			PDP Seminar - Effective Time Management		3	2	
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
Total Year 1 (4-Year Curriculum)							60
Year 2 (4-Year Curriculum)							
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
2	2	Sep	Marketing Technologies & Automation	MA26	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Digital Consumer Behaviour	MA27	24	1	3
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Digital Marketing Communication & Portfolio	MA28	24	1	5
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW21	48	3	6
Total Year 2 (4-Year Curriculum)							60

<b>Entrepreneurial Business Administration / Entrepreneurship &amp; Digital Marketing (4 Years)</b>							
<b>Year 3 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
3	2	Sep	Sales & Export	MA23	24	2	4
3	3	Sep	Cost Accounting & Management	FIN31	24	1	5
3	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
3	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
3	2	Feb	Marketing Plan	MA25	24	2	4
3	3	Feb or Apr	Business Plan	BL31	24	2,7	4
3	3	Feb or Apr	Business Plan Execution	EN33	24	2,7	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Data Analytics	GA22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
<b>Total Year 3 (4-Year Curriculum)</b>							<b>60</b>
<b>Year 4 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
4	3	Sep & Feb	Digital Marketing Strategy	MA36	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	Social Media Marketing	MA37	24	8	5
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Year 4 (4-Year Curriculum)</b>							<b>60</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>

<b>Entrepreneurial Business Administration / Entrepreneurship &amp; FinTech (4 Years)</b>							
<b>Year 1 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	Management, Leadership & The Organisation	MO11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	24	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN22	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English	PDP1	60	5	5
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game		3	2	
			PDP Seminar - Leadership in Business Environment		3	2	
			PDP Seminar - Team Building		3	2	
			PDP Seminar - Effective Time Management		3	2	
1	1	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW11	48	3	6
<b>Total Year 1 (4-Year Curriculum)</b>							<b>60</b>
<b>Year 2 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
2	2	Sep	Introduction to Financial Technology	FIN28	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	2
2	2	Oct	Procurement & Production	ITL21	24	1	4
2	2	Oct	Introduction to Big Data	IM27	24	1	3
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	3	May	Corporate Entrepreneurship	EN32	24	1	5
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English	PDP2	6	5&6	3
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
			PDP Seminar - Managing Diversity		3	2	
2	2	Sep to Jul	6 x "Apprentice" Project Weeks & In-Company Visits	PW21	48	3	6
<b>Total Year 2 (4-Year Curriculum)</b>							<b>60</b>



<b>Entrepreneurial Business Administration / Entrepreneurship &amp; FinTech (4 Years)</b>							
<b>Year 3 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
3	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
3	2	Sep	Financial Business Models	FIN29	24	1	4
3	3	Sep	Cost Accounting & Management	FIN31	24	1	5
3	2	Oct	Entrepreneurial Behaviour	EN24	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5
3	2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5
3	2	Feb	Marketing Plan	MA25	24	2	4
3	3	Feb or Apr	Business Plan	BL31	24	2,7	4
3	3	Feb or Apr	Business Plan Execution	EN33	24	2,7	4
3	2	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Data Analytics	GA22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
<b>Total Year 3 (4-Year Curriculum)</b>							<b>60</b>
<b>Year 4 (4-Year Curriculum)</b>							
<i>Year</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
4	3	Sep & Feb	E-Payments & Crypto-currency	FIN34	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Oct & Apr	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	Human Resource Management	MO31	24	1	5
4	3	Dec & May	Financial Technology Risk Management	FIN35	24	1	5
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
<b>Total Year 4 (4-Year Curriculum)</b>							<b>60</b>
<b>Total Credits Offered in Programme</b>							<b>240</b>