

# THE EEG - PART 3 'EBA PROGRAMME CURRICULUM'

A BACHELOR'S DEGREE IN ENTREPRENEURIAL BUSINESS ADMINISTRATION

EBA - BACHELOR OF BUSINESS ADMINISTRATION DEGREE

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



31 October 2024



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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 phayears.	ases over 3 years, but also in the standard 4		
	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 EC	Cs with 8o ECs per phase.		
Workload per EC	An overall workload per EC of 28 hours.			
Number of modules	The total number of taught modules offered in the EBA/IBA Entrepreneurship & Small Business is 50. 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 comprise 560 hours.	es 20 European Credits and has an allocation of		
(Approx.) Number of contact hours including:	Phase 1: 700 Contact hours Phase 2: 610 Contact hours	Year 1: 535 Year 2: 500		
Taught Modules, Examinations, Exam Review, PDP, Project Weeks, Tutoring, Academic Supervision	Phase 3: 370 Contact hours	Year 3: 435 Year 4: 210		

Education & Examination Guide Wittenborg University of Applied Sciences EBA Programme Curriculum (Bachelor's)



#### **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.

PHASE 1 - (THEORY)

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

#### 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.

### 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	FL <sub>32</sub>	24	4	Pass
3	3	Sep to May	Work Experience Preparation Module	WP <sub>32</sub>	16	2	Pass

The 3-Year Curriculum

hase	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				
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting	CM12	24	6,8	2
			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	BL <sub>13</sub>	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 *		60	5	
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			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
1	2		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-

<sup>\*</sup> Additional topics may be added in the curriculum during the year



		Curriculum)	ess Administration / Entrepreneurship &	Jilian Dus		i cais)	
Year (in 4	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
<i>yr</i> )	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	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	3
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
2	2	Apr	Managing Organisations	MO22	24	1	4
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 *	LIVSZ	6	5&6	
			PDP Seminar - Negotiation	1	3	2	
			PDP Seminar - Consulting Skills	PDP2	3	2	3
			PDP Seminar - Tapping your Creativity	1512	3	2	J
			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
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	_
otal Ye	ear 1 (3-Yea	r Curriculum)				,	80
		urial Busin Curriculum) <i>Block</i>	ess Administration / Entrepreneurship &	Small Bus	Lesson	Years)  Examination	EC:
(in 4 yr)					Hours	type	
3	3	Sep & Feb	Cost Accounting & Management	FIN <sub>3</sub> 1	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 & Apr	Strategic Marketing	MA34	24	7	5
	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	5
4	3	Dec & May	Human Resource Management	M031	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	Pas
4	3	n/a	Work Placement Module	WP31	n/a	2,7	15
4	3	,-	Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
-	)					-17	

 $<sup>\</sup>ensuremath{^{\star}}$  Additional topics may be added in the curriculum during the year

Graduation Assignment

n/a

Total Phase 3 (3-Year Curriculum)

**Total Credits Offered in Programme** 

GA32

n/a

2,7

20

80



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	IMo1	24	2	Pass
3	3	Sep to Dec/Feb - May	English Language for Work Experience	FL <sub>32</sub>	24	4	Pass
3	3	Sep to May	Work Experience Preparation Module	WP <sub>32</sub>	16	2	Pass

The 3-Year Curriculum

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				
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting	CM12	24	6,8	2
			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 *		60	5	
			PDP Seminar - Business Presentation Skills		3	2	
	-		PDP Seminar - Project Management Game	PDP1	3	2	5
			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

<sup>\*</sup> Additional topics may be added in the curriculum during the year



#### Entrepreneurial Business Administration / Entrepreneurship & Digital Marketing (3 years) Phase 2 (3-Year Curriculum) Year Phas Block Module / Subject Code Lesson Examination **ECs** (in 4 Hours type MA26 Marketing Technologies & Automation 24 4 Sep 2 2 **Business Start-ups & Business Plans** BL21 24 2,7 4 Sep 2 2 MA23 24 4 Sep Sales & Export 1 2 2 FL21 24 Oct 2nd Foreign Languages 4 3 2 2 Oct **Procurement & Production** ITL21 24 1 4 24 2 2 Digital Consumer Behaviour MA27 1 3 Oct 2 2 EN24 **Entrepreneurial Behaviour** 24 1 4 Oct 2 2 Dec **Business Accounting** FIN22 24 1 4 2 TEC21 24 8 2 Dec Enterprise Technology & Innovation 2 2 Dec Strategic Innovative Entrepreneurship SM21 24 1 5 2 Information Management IM22 24 2 Feb 1 4 2 2 Feb **Bootstrapping & Raising Finance** FIN26 24 1 5 2 2 Feb Marketing Plan MA25 24 2 4 MO22 24 2 2 Apr **Managing Organisations** 1 4 2 2 Financial & Risk Management FIN27 24 1 5 Apr 2 2 Digital Marketing Communication & Portfolio MA28 24 1 5 Mav 2 GA22 4 2 24 1 May **Data Analytics** PDP 2 - Personal Development Plan, Tutoring & 2 2 Sep to Jul 6 5&6 Academic English \* PDP Seminar - Negotiation 3 2 PDP Seminar - Consulting Skills 3 2 PDP2 3 PDP Seminar - Tapping your Creativity 3 2 PDP Seminar - Conflict Management 3 2 PDP Seminar - Managing Diversity 3 2 6 x "Apprentice" Project Weeks & In-Company Visits PW21 Sep to Jul 48 3 6 Total Year 1 (3-Year Curriculum) 80 Entrepreneurial Business Administration / Entrepreneurship & Digital Marketing (3 years) Phase 3 (3-Year Curriculum) Phas Module / Subject Code Lesson **Examination ECs** Hours type 3 3 Sep & Feb Cost Accounting & Management FIN31 24 5 Sep & Feb Digital Marketing Strategy **MA36** 24 1 **Business Plan** BL31 3 3 Sep & Feb 24 2,7 4 3 **Business Plan Execution** EN33 3 Oct & Apr 24 2,7 4 4 3 Oct & Apr Strategic Marketing **MA34** 24 7 5 3 3 Oct & Apr Research Methodology & Quantitative Methods GA31 24 5 2 Dec & May 3 3 International Marketing for SMEs MA31 24 5 2,7 4 3 Dec & May Human Resource Management MO31 24 1 5 4 MA37 3 Dec & May Social Media Marketing 8 24 5 3 3 Dec & May Intercultural Business Communication for Managers CM31 2,8 24 Sep to Jul 3 3 PDP 3 - Personal Development Plan & Tutoring PDP3 Pass n/a 4 WP31 3 n/a Work Placement Module n/a 15 **Graduation Assignment** GA32 2,7 20 n/a Total Phase 3 (3-Year Curriculum) **Total Credits Offered in Programme**

<sup>\*</sup> Additional topics may be added in the curriculum during the year



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	FL <sub>32</sub>	24	4	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP <sub>32</sub>	16	2	Pass

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	EN <sub>12</sub>	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	FIN <sub>12</sub>	24	1	5			
1	1	Feb	Training in Interpersonal Skills	CM12						
			TIPS - Interviewing Skills		1					
			TIPS - Effective Meeting		24	6,8	2			
			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	MA <sub>13</sub>	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 *		60	5				
			PDP Seminar - Business Presentation Skills		3	2				
			PDP Seminar - Project Management Game	PDP1	3	2	5			
			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			

<sup>\*</sup> Additional topics may be added in the curriculum during the year



Entrepreneurial Business Administration / Entrepreneurship & FinTech (3 years)										
(3-Year	Curriculum)									
Phas e	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs				
2	Sep	Introduction to Financial Technology	FIN28	24	1	4				
2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4				
2	Sep	Financial Business Models	FIN29	24	1	4				
2	Oct	2nd Foreign Languages	FL21	24	4	3				
2	Oct	Procurement & Production	ITL21	24	1	4				
2	Oct	Introduction to Big Data	IM27	24	1	3				
2	Oct	Entrepreneurial Behaviour	EN24	24	1	4				
2	Dec	Business Accounting	FIN22	24	1	4				
2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5				
2	Dec	Strategic Innovative Entrepreneurship	SM21	24	1	5				
2	Feb	Information Management	IM22	24	1	4				
2	Feb	Bootstrapping & Raising Finance	FIN26	24	1	5				
2	Feb	Marketing Plan	MA25	24	2	4				
2	Apr	Managing Organisations	MO22	24	1	4				
2	Apr	Financial & Risk Management	FIN27	24	1	5				
2	May	Data Analytics	GA22	24	1	4				
2	May	Corporate Entrepreneurship	EN32	24	1	5				
2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *		6	5&6					
		PDP Seminar - Negotiation		3	2					
		PDP Seminar - Consulting Skills	PDP2	3	2	3				
		PDP Seminar - Tapping your Creativity		3	2					
		PDP Seminar - Conflict Management		3	2					
		PDP Seminar - Managing Diversity		3	2					
2	Sep to Jul	6 x "Apprentice "Project Weeks & In-Company Visits	PW21	48	3	6				
ar 1 (3-Yea	r Curriculum)					80				
prene	urial Busin	ess Administration / Entrepreneurship 8	& FinTech	(3 years	)					
(3-Year	Curriculum)									
Phas e	Block	Module / Subject	Code	Lesson	Examination type	ECs				
				Hours						
3	Sep & Feb	Cost Accounting & Management	FIN31	24	1	5				
3	Sep & Feb Sep & Feb	Cost Accounting & Management E-Payments & Crypto-currency	FIN31 FIN34			5				
	·			24	1					
3	Sep & Feb	E-Payments & Crypto-currency	FIN34	24	1	5				
3	Sep & Feb Sep & Feb	E-Payments & Crypto-currency Business Plan	FIN34 BL31	24 24 24	1 1 2,7	5 4				
3 3 3	Sep & Feb Sep & Feb Oct & Apr	E-Payments & Crypto-currency Business Plan Business Plan Execution	FIN34 BL31 EN33	24 24 24 24	1 1 2,7 2,7	5 4 4				
3 3 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing	FIN34 BL31 EN33 MA34	24 24 24 24 24	1 1 2,7 2,7 7	5 4 4 5				
3 3 3 3 2	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods	FIN34 BL31 EN33 MA34 GA31	24 24 24 24 24 24 24	1 2,7 2,7 7 2	5 4 4 5 5				
3 3 3 3 2 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs	FIN34 BL31 EN33 MA34 GA31 MA31	24 24 24 24 24 24 24 24	1 2,7 2,7 7 2 2,7	5 4 4 5 5 5 5				
3 3 3 3 2 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May Dec & May	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs Human Resource Management	FIN34 BL31 EN33 MA34 GA31 MA31 MO31	24 24 24 24 24 24 24 24 24 24	1 2,7 2,7 7 2 2,7 1	5 4 4 5 5 5				
3 3 3 3 2 3 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May Dec & May Dec & May	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs Human Resource Management Financial Technology Risk Management	FIN34  BL31  EN33  MA34  GA31  MA31  MO31  FIN35	24 24 24 24 24 24 24 24 24	1 2,7 2,7 7 2 2,7 1	5 4 4 5 5 5 5				
3 3 3 3 2 3 3 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May Dec & May Dec & May Dec & May	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs Human Resource Management Financial Technology Risk Management Intercultural Business Communication for Managers	FIN34  BL31  EN33  MA34  GA31  MA31  MO31  FIN35  CM31	24 24 24 24 24 24 24 24 24 24 24	1 2,7 2,7 7 2 2,7 1 1 2,8	5 4 4 5 5 5 5 5 5				
3 3 3 3 2 3 3 3 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May Dec & May Dec & May Sep to Jul	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs Human Resource Management Financial Technology Risk Management Intercultural Business Communication for Managers PDP 3 - Personal Development Plan & Tutoring	FIN34  BL31  EN33  MA34  GA31  MA31  MO31  FIN35  CM31  PDP3	24 24 24 24 24 24 24 24 24 24 24 n/a	1 2,7 2,7 7 2 2,7 1 1 2,8 6	5 4 4 5 5 5 5 5 5 2 Pass				
3 3 3 3 2 3 3 3 3 3 3 3 3	Sep & Feb Sep & Feb Oct & Apr Oct & Apr Oct & Apr Dec & May	E-Payments & Crypto-currency Business Plan Business Plan Execution Strategic Marketing Research Methodology & Quantitative Methods International Marketing for SMEs Human Resource Management Financial Technology Risk Management Intercultural Business Communication for Managers PDP 3 - Personal Development Plan & Tutoring Work Placement Module Graduation Assignment	FIN34  BL31  EN33  MA34  GA31  MA31  MO31  FIN35  CM31  PDP3  WP31	24 24 24 24 24 24 24 24 24 24 24 n/a n/a	1 2,7 2,7 7 2 2,7 1 1 2,8 6 2,7	5 4 4 5 5 5 5 5 5 2 Pass				
	Phas e  2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	e 2 Sep 2 Sep 2 Sep 2 Sep 2 Oct 2 Oct 2 Oct 2 Oct 2 Dec 2 Dec 2 Dec 2 Feb 2 Feb 2 Feb 2 Apr 2 Apr 2 May 2 Sep to Jul ar 1 (3-Year Curriculum) Phas Block	Phas e Block   Module / Subject    2	Phas Block Module / Subject Code  2 Sep Introduction to Financial Technology FIN28 2 Sep Business Start-ups & Business Plans BL21 2 Sep Financial Business Models FIN29 2 Oct 2nd Foreign Languages FL21 2 Oct Procurement & Production ITL21 2 Oct Introduction to Big Data IM27 2 Oct Entrepreneurial Behaviour EN24 2 Dec Business Accounting FIN22 2 Dec Enterprise Technology & Innovation TEC21 2 Dec Strategic Innovative Entrepreneurship SM21 2 Feb Information Management IM22 2 Feb Bootstrapping & Raising Finance FIN26 2 Feb Marketing Plan MA25 2 Apr Managing Organisations MO22 2 Apr Financial & Risk Management FIN27 2 May Data Analytics GA22 2 May Corporate Entrepreneurship EN32 2 Sep to Jul Academic English * PDP Seminar - Negotiation PDP Seminar - Tapping your Creativity PDP Seminar - Managing Diversity 2 Sep to Jul 6 x "Apprentice "Project Weeks & In-Company Visits PW21 art 13-Year Curriculum)  Phas Block Module / Subject Code	Phas   Block   Module   Subject   Code   Lesson   Hours	Phas   Block   Module / Subject   Code   Lesson   Examination   Lesson   Hours   Examination   Lesson   Hours   Examination   Lesson   L				

 $<sup>\</sup>boldsymbol{\ast}$  Additional topics may be added in the curriculum during the year



ear 1	. (4-Year C	Curriculum)					
ear	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				
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting	CM12	24	6,8	2
			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	MA <sub>13</sub>	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 *		60 5		
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			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
		ar Curriculum)					60
	(4-Year (	Curriculum)					
ear				1 2 .	1	1 1	
	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
2	Phase 2		Module / Subject Family Businesses	Code EN21			EC:
		Block	· ·		Hours	type	
2	2	Block Sep	Family Businesses	EN21	Hours 24	type 1	4
2	2	Sep Sep	Family Businesses Innovation and Creative Entrepreneurship	EN21 EN12	24 24	1 1	4
2 2 2	2 1 2	Sep Sep Oct	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages	EN21 EN12 FL21	24 24 24	1 1 4	4 4 3
2 2 2 2	2 1 2 2	Sep Sep Oct Oct	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics	EN21 EN12 FL21 ITL21	Hours 24 24 24 24 24	1 1 4 1	4 4 3 4
2 2 2 2 2	2 1 2 2 2	Sep Sep Oct Oct	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting	EN21 EN12 FL21 ITL21 MO21	Hours 24 24 24 24 24 24 24	1 1 4 1 1 1	4 4 3 4 3
2 2 2 2 2 2	2 1 2 2 2 2	Sep Sep Oct Oct Oct Oct Feb	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics	EN21 EN12 FL21 ITL21 MO21 GA11	Hours 24 24 24 24 24 24 24 24	type 1 1 4 1 1 1 1	4 4 3 4 3 4
2 2 2 2 2 2 2 2 2	2 1 2 2 2 1 2	Sep Sep Oct Oct Oct Oct Dec	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22	24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1	4 4 3 4 3 4 4
2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2	Sep Sep Oct Oct Oct Oct Feb	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22	24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1	4 4 3 4 3 4 4
2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 2	Sep Sep Oct Oct Oct Oct Feb Feb	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32	24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 1 2 2 1 2	Sep Sep Oct Oct Oct Oct Feb Feb Apr	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	Hours  24  24  24  24  24  24  24  24  24  2	type  1  1  4  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 1 2 2 1 2 2 3	Sep Sep Oct Oct Oct Oct Feb Feb Apr May	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32	Hours  24  24  24  24  24  24  24  24  24  2	type  1  4  1  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 3	2 1 2 2 2 1 2 2 1 2 2 3 1	Sep Sep Oct Oct Oct Dec Feb Feb Apr May Apr	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English *	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	Hours  24  24  24  24  24  24  24  24  24  2	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 3 4 3 4 4 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Family Businesses  Innovation and Creative Entrepreneurship  2nd Foreign Languages  Procurement & Production  Business Philosophy  Introduction to Statistics  Business Accounting  Information Management  Sociology & Organisational Behaviour  Managing Organisations  Corporate Entrepreneurship  New Business Environment  International Law in Business & Commerce  PDP 2 - Personal Development Plan, Tutoring & Academic English *  PDP Seminar - Negotiation	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 - Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	Hours  24  24  24  24  24  24  24  24  24  2	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 — Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	Hours  24  24  24  24  24  24  24  24  24  2	type  1  1  4  1  1  1  1  1  1  1  1  5&6  2	4 4 3 4 3 4 4 4 4 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 - Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	24 24 24 24 24 24 24 24 24 24 24 24 24 3 3	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 1 2 2 2 2 1 2 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Family Businesses Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Business Philosophy Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 — Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity	EN21 EN12 FL21 ITL21 MO21 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1  1  4  1  1  1  1  1  1  1  1  5&6  2  2	4 4 3 4 3 4 4 4 4 4 4 4 4 4

<sup>\*</sup> Additional topics may be added in the curriculum during the year

Education & Examination Guide Wittenborg University of Applied Sciences EBA Programme Curriculum (Bachelor's)



Entr	Entrepreneurial Business Administration / Entrepreneurship & Small Business (4 Years)									
Year 3	(4-Year (	Curriculum)								
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs			
3	2	Sep	Business Start-ups & Business Plans	BL21	24	2	4			
3	2	Sep	Sales & Export	MA23	24	1	4			
3	3	Sep	Cost Accounting & Management	FIN <sub>3</sub> 1	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	FIN <sub>2</sub> 6	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	EN <sub>33</sub>	24	2,7	4			
2	2	Apr	Financial & Risk Management	FIN27	24	1	5			
3	2	May	Sales Pipeline Management	EN <sub>23</sub>	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	PDP <sub>3</sub>	n/a	6	Pass			
Total `	Year 3 (4-	Year Curriculu	m)				60			

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
4	3	Sep & Feb	Entrepreneurship & Society	EN <sub>3</sub> 1	24	8	5
4	3	Oct & Apr	Strategic Marketing	MA <sub>34</sub>	24	7	5
3	3	Oct & Apr	Research Methodology & Qualitative Methods	GA31	24	2	5
4	3	Dec & May	Human Resource Management	MO <sub>3</sub> 1	24	1	5
4	3	Dec & May	International Trade	ITL31	24	1	5
4	3	n/a	Work Placement Module	WP <sub>3</sub> 1	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA <sub>32</sub>	n/a	2,7	20
otal `	Year 4 (4-	Year Curriculu	im)				60
Total Credits Offered in Programme						240	



ear :	1 (4-Year (	Curriculum)					
ear	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	Feb	Training in Interpersonal Skills				
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting	CM12	24	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Enterprise Formation & European Law	BL15	24	1	3
1	1	Apr	Marketing Mix	MA <sub>12</sub>	24	1	5
1	1	Apr	Managing Sales & Accounts	MA13	24	1	4
1	1	May	Introduction to Entrepreneurship	EN <sub>22</sub>	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 *		60	5	
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			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
otal Y	ear 1 (4-Yea	ar Curriculum)					60
ear:	2 (4-Year (	Curriculum)					
ear	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
2	2	Sep	Marketing Technologies & Automation	MA <sub>2</sub> 6	24	1	4
2	1	Sep	Innovation and Creative Entrepreneurship	EN12	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	3
	2	Oct	Procurement & Production	ITL21	24	1	4
2					'		
	2	Oct	Digital Consumer Rehaviour	MAaz	27	1	
2	2	Oct	Digital Consumer Behaviour	MA27	24	1	3
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2 2	1 2	Oct Dec	Introduction to Statistics Business Accounting	GA11 FIN22	24	1	4
2 2 2 2	1 2 2	Oct Dec Feb	Introduction to Statistics Business Accounting Information Management	GA11 FIN22 IM22	24 24 24	1 1 1	4 4
2 2 2 2 2	1 2 2 1	Oct Dec Feb Feb	Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour	GA11 FIN22 IM22 MO15	24 24 24 24	1 1 1 1	4 4 4
2 2 2 2 2 2	1 2 2 1 2	Oct Dec Feb Feb Apr	Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations	GA11 FIN22 IM22 MO15 MO22	24 24 24 24 24	1 1 1 1	4 4 4 4
2 2 2 2 2 2 2 2	1 2 2 1 2 2 2	Oct Dec Feb Feb Apr May	Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio	GA11 FIN22 IM22 MO15 MO22 MA28	24 24 24 24 24 24	1 1 1 1 1	4 4 4 4 4 5
2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 1 1	Oct Dec Feb Feb Apr May Apr	Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment	GA11 FIN22 IM22 MO15 MO22 MA28 BL13	24 24 24 24 24 24 24	1 1 1 1 1 1	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2	Oct Dec Feb Feb Apr May	Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce	GA11 FIN22 IM22 MO15 MO22 MA28	24 24 24 24 24 24	1 1 1 1 1	4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 1 1	Oct Dec Feb Feb Apr May Apr	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English *	GA11 FIN22 IM22 MO15 MO22 MA28 BL13	24 24 24 24 24 24 24 24 26	1 1 1 1 1 1 1 1 5&6	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2 1 1	Oct Dec Feb Feb Apr May Apr May	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation	GA11 FIN22 IM22 MO15 MO22 MA28 BL13 BL14	24 24 24 24 24 24 24 24 6	1 1 1 1 1 1 1 1 5&6	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2 1 1	Oct Dec Feb Feb Apr May Apr May	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills	GA11 FIN22 IM22 MO15 MO22 MA28 BL13	24 24 24 24 24 24 24 24 6 3	1 1 1 1 1 1 1 5&6	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2 1 1	Oct Dec Feb Feb Apr May Apr May	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity	GA11 FIN22 IM22 MO15 MO22 MA28 BL13 BL14	24 24 24 24 24 24 24 24 6 3 3 3	1 1 1 1 1 1 1 1 5&6	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2 1 1	Oct Dec Feb Feb Apr May Apr May	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity PDP Seminar - Conflict Management	GA11 FIN22 IM22 MO15 MO22 MA28 BL13 BL14	24 24 24 24 24 24 24 26 3 3 3 3	1 1 1 1 1 1 1 5&6	4 4 4 4 5 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 2 2 1 2 2 2 1 1	Oct Dec Feb Feb Apr May Apr May	Introduction to Statistics  Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Digital Marketing Communication & Portfolio New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity	GA11 FIN22 IM22 MO15 MO22 MA28 BL13 BL14	24 24 24 24 24 24 24 24 6 3 3 3	1 1 1 1 1 1 1 1 5&6	4 4 4 4 5 4

<sup>\*</sup> Additional topics may be added in the curriculum during the year



Year 3	(4-Year (	Curriculum)					
Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
3	2	Sep	Business Start-ups & Business Plans	BL21	24	2,7	4
3	2	Sep	Sales & Export	MA23	24	1	4
3	3	Sep	Cost Accounting & Management	FIN <sub>3</sub> 1	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	FIN <sub>2</sub> 6	24	1	5
3	2	Feb	Marketing Plan	MA <sub>25</sub>	24	2	4
3	3	Feb or Apr	Business Plan	BL31	24	2,7	4
3	3	Feb or Apr	Business Plan Execution	EN <sub>33</sub>	24	2,7	4
2	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	2	May	Data Analytics	GA22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA <sub>3</sub> 1	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	PDP <sub>3</sub>	n/a	6	Pass
Total \	Year 3 (4-	Year Curriculu	m)				60
Year 4 Year	(4-Year ( Phase	Curriculum) Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
4	3	Sep & Feb	Digital Marketing Strategy	MA <sub>3</sub> 6	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA <sub>3</sub> 4	24	7	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Dec & May	Human Resource Management	MO <sub>3</sub> 1	24	1	5
4	3	Dec & May	Social Media Marketing	MA <sub>37</sub>	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
		Year Curriculu					



	. (4-Year <u>C</u> ı	urriculum)					
/ear	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			
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting		24	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction	1			
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
		,	PDP 1 – Personal Development Plan & Tutoring and				
1	1	Sep to Jul	Academic English *		60	5	
			PDP Seminar - Business Presentation Skills	1	3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			PDP Seminar - Leadership in Business Environment	1	3	2	3
			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
otal Y	ear 1 (4-Year	Curriculum)					60
ear 2	/- \/C						
	(4-Year Ci	ırriculum)					
/ear	Phase	urriculum) <i>Block</i>	Module / Subject	Code	Lesson	Examination	ECs
/ear			Module / Subject	Code	Lesson Hours	Examination type	ECs
/ear 2			Module / Subject Introduction to Financial Technology	Code FIN28			ECs 4
	Phase	Block			Hours	type	
2	Phase 2	Block Sep	Introduction to Financial Technology	FIN28	Hours 24	type 1	4
2 2	Phase 2 1	Sep Sep	Introduction to Financial Technology Innovation and Creative Entrepreneurship	FIN28 EN12	Hours 24 24	type 1 1	4
2 2 2	Phase 2 1 2	Sep Sep Oct	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages	FIN28 EN12 FL21	24 24 24	1 1 4	4 4 3
2 2 2 2	Phase  2 1 2 2	Sep Sep Oct	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production	FIN28 EN12 FL21 ITL21	Hours 24 24 24 24 24	1 1 4 1	4 4 3 4
2 2 2 2 2 2	Phase 2 1 2 2 2 2	Sep Sep Oct Oct	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data	FIN28 EN12 FL21 ITL21 IM27	Hours 24 24 24 24 24 24 24	type 1 1 4 1	4 4 3 4 3
2 2 2 2 2 2	Phase  2 1 2 2 2 1	Sep Sep Oct Oct Oct Oct	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics	FIN28 EN12 FL21 ITL21 IM27 GA11	24 24 24 24 24 24 24	type 1 1 4 1 1 1	4 4 3 4 3 4
2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 2 2 2	Sep Sep Oct Oct Oct Oct Dec	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22	24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1	4 4 3 4 3 4
2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 2 2 2 2 2	Sep Sep Oct Oct Oct Oct Feb Feb	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22	24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1	4 4 3 4 3 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 2 1 2 2 2 1 2	Sep Sep Oct Oct Oct Oct Feb	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22	24 24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 3	Phase  2 1 2 2 2 1 2 1 2 3	Sep Sep Oct Oct Oct Dec Feb Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32	24 24 24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	24 24 24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring &	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	24 24 24 24 24 24 24 24 24 24 24 24 24	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1  1  4  1  1  1  1  1  1  1  1  1  1	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 — Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	24 24 24 24 24 24 24 24 24 24 24 24 24 3	type  1  1  4  1  1  1  1  1  1  1  1  1  5&6	4 4 3 4 3 4 4 4 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 - Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1 1 4 1 1 1 1 1 1 1 1 1 5&6 2 2	4 4 3 4 3 4 4 4 4 4 5
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills PDP Seminar - Tapping your Creativity	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	24 24 24 24 24 24 24 24 24 24 24 24 3 3 3	type  1 1 4 1 1 1 1 1 1 1 1 1 5&6 2 2 2	4 4 3 4 3 4 4 4 4 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Phase  2 1 2 2 2 1 2 2 1 2 3 1 1	Sep Sep Oct Oct Oct Dec Feb Apr May Apr May	Introduction to Financial Technology Innovation and Creative Entrepreneurship 2nd Foreign Languages Procurement & Production Introduction to Big Data Introduction to Statistics Business Accounting Information Management Sociology & Organisational Behaviour Managing Organisations Corporate Entrepreneurship New Business Environment International Law in Business & Commerce PDP 2 - Personal Development Plan, Tutoring & Academic English * PDP Seminar - Negotiation PDP Seminar - Consulting Skills	FIN28 EN12 FL21 ITL21 IM27 GA11 FIN22 IM22 MO15 MO22 EN32 BL13 BL14	24 24 24 24 24 24 24 24 24 24 24 24 24 2	type  1 1 4 1 1 1 1 1 1 1 1 1 5&6 2 2	4 4 3 4 3 4 4 4 4 4 4 4

<sup>\*</sup> Additional topics may be added in the curriculum during the year



'ear 3	(4-Year 0	Curriculum)					
'ear	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
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	FIN <sub>3</sub> 1	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	FIN <sub>2</sub> 6	24	1	5
3	2	Feb	Marketing Plan	MA <sub>25</sub>	24	2	4
3	3	Feb or Apr	Business Plan	BL <sub>31</sub>	24	2,7	4
3	3	Feb or Apr	Business Plan Execution	EN <sub>33</sub>	24	2,7	4
2	2	Apr	Financial & Risk Management	FIN27	24	1	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	PDP <sub>3</sub>	n/a	6	Pass
otal \	Year 3 (4-	Year Curriculu	m)				60
ear 4	(4-Year (	Curriculum)					
ear	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
4	3	Sep & Feb	E-Payments & Crypto-currency	FIN <sub>34</sub>	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA <sub>34</sub>	24	7	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA <sub>3</sub> 1	24	2	5
4	3	Dec & May	Human Resource Management	MO <sub>3</sub> 1	24	1	5
4	3	Dec & May	Financial Technology Risk Management	FIN <sub>35</sub>	24	1	5
4	3	n/a	Work Placement Module	WP <sub>3</sub> 1	n/a	2,7	15
4	3	n/a	Graduation Assignment	GA32	n/a	2,7	20
otal \	Year 4 (4-	Year Curriculu	um)				6о