THE EEG - PART 3

BACHELOR OF BUSINESS ADMINISTRATION – PROGRAMMES

MCI Curriculum

31 October 2024

CONTENTS

MCI PROGRAMME CURRICULUM

MCI - Marketing, Communication & Information

- Marketing & Communication
- Information Management
- Business Analytics
- Digital & Social Media
- Artificial Intelligence & Cyber Security

The Bachelor's Programmes in detail

PHASE 1 MODULES

During their first year, students are introduced to the concept of International Business Administration, through basic, introductory modules. Students are introduced to the theory of Business Administration, with modules that form the main building blocks of the programme: Management, Marketing, Finance and Accountancy. Students are introduced to the concepts of starting a business, looking at the business environment, and examining organisations and companies from a worldwide perspective. Languages, such as English, Dutch and Spanish, play an important role, as do intercultural and interpersonal skills. Each student starts a Personal Development Plan, which will continue all the way through the programmes until final graduation.

After completing the first phase of modules, students can still easily switch programmes within the IBA programme, with the exception of the Bachelor's in Business Administration in Entrepreneurship and SME Management. This programme has a unique character and does not allow students to switch easily to the mainstream BBA programmes after the first phase.

PHASE 2 MODULES

In their second phase, BBA students choose a specialisation in which they will graduate, and then follow modules with research and project weeks in their own field of interest. During this time, they also continue following the main business administration modules, following on from their first year, but now concentrating more on planning issues.

In Phase 2 modules, students are introduced to international aspects of Business and Law and Entrepreneurship. Teaching remains textbook based at this stage.

PHASE 3 MODULES (THE FINAL YEAR)

Students entering their final phase have achieved the required European Credits (ECs), and are ready and able to move on to a different style of education.

There are some continuously taught modules, such as Strategic Marketing, Cost Accounting and Management, Languages, Work Placement Preparation, etc. Tutoring and Personal Development Plans are completed on the basis of individual appointments with personal tutors. The curriculum in the final year has been carefully planned and arranged to allow you the opportunity to complete both your work experience and your graduation programme at one and the same time. All phase 3 modules will be offered twice in an academic year except those with less than 5 students registered for a

module. Consult with your tutor if the modules you are planning to study will be offered twice or not. Your tutor will be able to provide advice in such cases to take a module in subsequent block/semester or a directed study approach.

Students who choose to replace some of their modules of their chosen specialisation with those of another specialisation due to mitigating circumstances can be allowed to graduate with an BBA without specialisation.

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

BACHELOR'S CURRICULUM MCI (3 PHASES / 3 YEARS)

MARKETING & COMMUNICATION (3 PHASE / 3 YEARS)

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

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
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
2	1	Oct	Introduction to Statistics	GA11	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
2	1	Dec	European Law	BL12	24	1	4
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	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	Organisational Theory	MO12	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
2	1	May	International Law in Business & Commerce	BL14	24	1	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 Project Week & In-Company Visits	PW11	48	3	6
Total Phase 1							**80**

* Additional topics may be added in the curriculum during the year

Marketing & Communication (3 Phase / 3 years)							
Year (in 4 yr)	**Phase**	**Block**	**Module / Subject**	**Code**	**Lesson Hours**	**Examination type**	**ECs**
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2,7	4
3	2	Sep	Public Relations & Sales	MA24	24	1	4
3	2	Sep	Sales & Export	MA23	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Marketing & Communication	MA22	24	1	4
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Dec	Business Accounting	FIN22	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	Mass Communication	CM21	24	8	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	International Communication	CM22	24	8	5
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Phase 2							**80**
Phase 3							
3	3	Sep & Feb	Corporate Entrepreneurship	EN32	24	1	5
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
4	3	Dec & May	Niche Marketing	MA32	24	1	5
4	3	Dec & May	Trademarks & Branding	MA33	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		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							**80**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

INFORMATION MANAGEMENT (3 PHASE / 3 YEARS)

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

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	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
2	1	Dec	European Law	BL12	24	1	4
1	1	Feb	Training in Interpersonal Skills				
			TIPS - Interviewing Skills	CM12	12	6,8	2
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	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	Organisational Theory	MO12	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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	PDP1	3	2	5
			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 Project Week & In-Company Visits	PW11	48	3	6
Total Phase 1							**80**

* Additional topics may be added in the curriculum during the year

Information Management (3 Phase / 3 year)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2,7	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	Sales & Export	MA23	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Open Source Software Concepts	IM21	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Phase 2							**80**
Phase 3							
3	3	Sep & Feb	Corporate Entrepreneurship	EN32	24	1	5
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	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
3	3		Work Placement Module	WP31	n/a	2,7	15
3	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							**80**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

BUSINESS ANALYTICS (3 PHASE / 3 YEARS)

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

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	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
2	1	Dec	European Law	BL12	24	1	4
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	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	Organisational Theory	MO12	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Phase 1							**80**

* Additional topics may be added in the curriculum during the year

Business Analytics (3 Phase / 3 Years)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2,7	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	The Digital Economy	IM210	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Introduction to Data Management & Processing	IM28	24	1	4
2	2	Oct	Managing & Visualizing Data	IM29	24	7	3
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Phase 2							**80**
Phase 3							
3	3	Sep & Feb	Modelling for Business Analytics	IM32	24	1	5
4	3	Sep & Feb	Predictive Analytics	IM35	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	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
3	3		Work Placement Module	WP31	n/a	2,7	15
3	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							**80**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

DIGITAL & SOCIAL MEDIA (3 PHASE / 3 YEARS)

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

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	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
2	1	Dec	European Law	BL12	24	1	4
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	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	Organisational Theory	MO12	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Phase 1							**80**

* Additional topics may be added in the curriculum during the year

Digital & Social Media (3 Phase / 3 Years)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2,7	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	The Digital Economy	IM210	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Understanding the New Digital Platforms	IM211	24	1	4
2	2	Oct	The New Media and Digital Cultures	IM212	24	1	3
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Phase 2							**80**
Phase 3							
3	3	Sep & Feb	Internet Collaboration & Innovation	IM33	24	8	5
4	3	Sep & Feb	Social Media Analytics	IM34	24	8	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	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
3	3		Work Placement Module	WP31	n/a	2,7	15
3	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							**80**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

ARTIFICIAL INTELLIGENCE & CYBER SECURITY (3 PHASE / 3 YEARS)

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

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	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
2	1	Dec	European Law	BL12	24	1	4
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	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	Organisational Theory	MO12	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Phase 1							**80**

AI & Cyber Security (3 Phase / 3 Years)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2,7	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	AI & the Smart Economy	TEC23	24	2	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Understanding Machine Learning in Practice	TEC24	24	2	4
2	2	Oct	Cyber Security Foundations	TEC25	24	2	3
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5

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3	2	Feb	Marketing Plan	MA25	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Phase 2							**80**
Phase 3							
3	3	Sep & Feb	Digital Security Implementation	IM36	24	2	5
4	3	Sep & Feb	Ethics in AI, Data Privacy & Security	IM37	24	2	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	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
3	3		Work Placement Module	WP31	n/a	2,7	15
3	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							**80**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

BACHELOR'S CURRICULUM MCI (4 YEARS)

MARKETING & COMMUNICATION (4 YEARS)

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-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
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	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	MO12	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Year 1							**60**
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Marketing Research	MA21	24	2,7	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Marketing & Communication	MA22	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Dec	Business Accounting	FIN22	24	1	4
2	1	Dec	European Law	BL12	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	2	Apr	Managing Organisations	MO22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 Project week & In-Company Visits	PW21	48	3	6
Total Year 2							**60**

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Marketing & Communication (4 Years)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3							
3	2	Sep	Public Relations & Sales	MA24	24	1	4
3	2	Sep	Sales & Export	MA23	24	1	4
3	3	Sep & Feb	Corporate Entrepreneurship	EN32	24	1	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	Mass Communication	CM21	24	8	5
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
3	2	Apr	International Communication	CM22	24	8	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
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
Total Year 3							**60**
Year 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Niche Marketing	MA32	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	Trademarks & Branding	MA33	24	1	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							**60**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

INFORMATION MANAGEMENT (4 YEARS)

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-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
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	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	MO12	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Year 1							**60**
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Marketing Research	MA21	24	2,7	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Open Source Software Concepts	IM21	24	1	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Dec	Business Accounting	FIN22	24	1	4
2	1	Dec	European Law	BL12	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	2	Apr	Managing Organisations	MO22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 Project week & In-Company Visits	PW21	48	3	6
Total Year 2							**60**

Information Management (4 Years)

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Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3							
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	Sales & Export	MA23	24	1	4
3	3	Sep & Feb	Corporate Entrepreneurship	EN32	24	1	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
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
Total Year 3							**60**
Year 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	24	8	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							**60**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

BUSINESS ANALYTICS (4 YEARS)

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-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
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	12	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	MO12	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Year 1							**60**
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Marketing Research	MA21	24	2,7	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Introduction to Data Management & Processing	IM28	24	1	4
2	2	Oct	Managing & Visualizing Data	IM29	24	7	3
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
2	1	Dec	European Law	BL12	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Feb	New Business Environment	BL13	24	1	4
2	2	Feb	Managing Organisations	MO22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *		12	5	
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation	PDP2	3	2	3
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 Project week & In-Company Visits	PW21	48	3	6
Total Year 2							**60**

Business Analytics (4 Years)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3							
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	The Digital Economy	IM210	24	1	4
3	3	Sep & Feb	Modelling for Business Analytics	IM32	24	1	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
3	2	Apr	Financial & Risk Management	FIN27	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2,7	4
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
Total Year 3							**60**
Year 4							
4	3	Sep & Feb	Predictive Analytics	IM35	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	24	8	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							**60**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

DIGITAL & SOCIAL MEDIA (4 YEARS)

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-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
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	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	MO12	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Year 1							**60**
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Marketing Research	MA21	24	2,7	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Understanding the New Digital Platforms	IM211	24	1	4
2	2	Oct	The New Media and Digital Cultures	IM212	24	1	3
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
2	1	Dec	European Law	BL12	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	2	Apr	Managing Organisations	MO22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	3
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 Project week & In-Company Visits	PW21	48	3	6
Total Year 2							**60**

* Additional topics may be added in the curriculum during the year

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Digital & Social Media (4 Years)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3							
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	The Digital Economy	IM210	24	1	4
3	3	Sep & Feb	Internet Collaboration & Innovation	IM33	24	8	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
3	2	Feb	Financial & Risk Management	FIN27	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
3	3	Oct & May	International Marketing for SMEs	MA31	24	2,7	4
3	3	Oct & 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
Total Year 3							**60**
Year 4							
4	3	Sep & Feb	Social Media Analytics	IM34	24	8	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	24	8	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							**60**
Total Credits Offered							**240**

* Additional topics may be added in the curriculum during the year

ARTIFICIAL INTELLIGENCE & CYBER SECURITY (4 YEARS)

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-Dec / Feb-May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
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	12	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	MO12	24	1	4
1	1	May	Project Management Basics	MO13	24	2,7	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 Project Week & In-Company Visits	PW11	48	3	6
Total Year 1							**60**
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Marketing Research	MA21	24	2,7	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Understanding Machine Learning in Practice	TEC24	24	2	4
2	2	Oct	Cyber Security Foundations	TEC25	24	2	3
2	2	Dec	Business Gamification & Simulation	IM213	24	1	4
2	1	Dec	European Law	BL12	24	1	4
2	1	Feb	Sociology & Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	2	Apr	Managing Organisations	MO22	24	1	4
2	1	May	International Law in Business & Commerce	BL14	24	1	4
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *		12	5	
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation	PDP2	3	2	3
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	6 Project week & In-Company Visits	PW21	48	3	6
Total Year 2							**60**

* Additional topics may be added in the curriculum during the year

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

Artificial Intelligence & Cyber Security (4 Years)

Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3							
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	AI & the Smart Economy	TEC23	24	2	4
3	3	Sep & Feb	Digital Security Implementation	IM36	24	2	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Dec	CRM & Software Management	IM24	24	1	5
3	2	Feb	Website Design & Benchmarking	IM25	24	8	5
3	2	Feb	Marketing Plan	MA25	24	2,7	4
3	2	Feb	Financial & Risk Management	FIN27	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
3	3	Oct & May	International Marketing for SMEs	MA31	24	2,7	4
3	3	Oct & 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
Total Year 3							**60**
Year 4							
4	3	Sep & Feb	Ethics in AI, Data Privacy & Security	IM37	24	2	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Quality Management	MO32	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Dec & May	IT Infrastructure	IM31	24	8	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							**60**
Total Credits Offered							**240**