

Part 3 MCI Programme Curriculum (Bachelor's) Education & Examination Guide

## THE EEG - PART 3

# BACHELOR OF BUSINESS ADMINISTRATION – PROGRAMMES

## MCI Curriculum



31 October 2024



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#### 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	ІМоі	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				
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting	CM12	12	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction	1			
1	1	Feb	Business Communication	CM13	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	M015	24	1	4
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	M012	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 *		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	5
			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
otal_F	hase 1					-	80



(ear	Phase	Block	Module / Subject	Code	Lesson	Examination	ECs
(in 4 yr)					Hours	type	
hase	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	MA <sub>25</sub>	24	2,7	4
2	2	Apr	Managing Organisations	MO22	24	1	4
3	2	Apr	International Communication	CM22	24	8	L
2	2	May	Introduction to Entrepreneurship	EN22	24	1	4
3	2	May	Enterprise Diagnostics & Evaluation	TEC22	24	1	4
-			PDP 2 – Personal Development Plan, Tutoring &				
2	2	Sep to Jul	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 x Project Weeks & In-Company Visits	PW21	48	3	e
otal F	Phase 2			•	<u> </u>	-	8
nase	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	MA <sub>34</sub>	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	Pa
<u> </u>	3		Work Placement Module	WP31	n/a	2,7	1
<u>4</u> 4	3		Graduation Assignment	GA32	n/a	2,7	20
-	Phase 3			5, (52		-17	8
- and a							



## **INFORMATION MANAGEMENT (3 PHASE / 3 YEARS)**

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IMoı	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
hase	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				
			TIPS - Effective Meeting	CM12	12	6,8	2
			TIPS - Peak Performance				
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	M015	24	1	4
1	1	Apr	Marketing Mix	MA12	24	1	5
1	1	Apr	Organisational Theory	M012	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	M013	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		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			PDP Seminar - Leadership in Business Environment		3	2	5
			PDP Seminar - Team Building	1	3	2	
			PDP Seminar - Effective Time Management	1	3	2	
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6



Infor	mation	Managem	ent (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	MA <sub>25</sub>	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 *		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 x Project Weeks & In-Company Visits	PW21	48	3	6
Total F	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 F	Phase 3						80
Total	Credits Of	fered					240



## **BUSINESS ANALYTICS (3 PHASE / 3 YEARS)**

ear in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IMoı	24	2	Pas
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pas
hase	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				
			TIPS - Effective Meeting	CM12	12	6,8	2
			TIPS - Peak Performance	1			
			TIPS - Feedback & Group Interaction				
1	1	Feb	Business Communication	CM13	24	1	3
2	1	Feb	Sociology & Organisational Behaviour	M015	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		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			PDP Seminar - Leadership in Business Environment		3	2	5
			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



Year	Phase	Block	hase / 3 Years) Module / Subject	Code	Lesson	Examination	ECs
(in 4 yr)					Hours	type	
hase :	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	MA <sub>25</sub>	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
-			PDP 2 – Personal Development Plan, Tutoring &			_	i
2	2	Sep to Jul	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 x Project Weeks & In-Company Visits	PW21	48	3	6
otal P	Phase 2						80
hase	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
4	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3		PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pas
	3	Sep to Jul	T DT 3 T Croolar Development T land Totoling				
3		Sep to Jul	Work Placement Module	WP31	n/a	2,7	15
3 3	3	Sep to Jul				2,7 2,7	15 20



## DIGITAL & SOCIAL MEDIA (3 PHASE / 3 YEARS)

Image: Peb-May         More Experience Preparation Module         Wp3         16         2           1         3         Sep-Feb         Work Experience Preparation Module         WP3         16         2           1         1         Sep         Accounting & Bookkeeping         FIN11         24         1           1         1         Sep         Intercultural Management         CM11         24         1         1           2         1         Oct         Introduction to Statistics         GA11         24         1         1           1         0.         Small Business Environment         BL11         24         1         1           1         1         Oct         Modern Principles of Marketing         MA11         24         1         1           1         1         Dec         Introduction to Finance         FIN12         24         1         1           2         1         Dec         Introduction Skills         FTIPS - Interviewing Skills         FM12         24         1         1           1         1         Feb         Business Communication         CM13         24         1         1           1         1         Feb         <	<b>lear</b> (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
hase 1         1         Sep         Accounting & Bookkeeping         FIN11         24         1           1         1         Sep         Introduction to Statistics         GA11         24         1           2         1         Oct         Introduction to Statistics         GA11         24         1           1         1         Oct         Small Business Environment         BL11         24         1           1         1         Oct         Modern Principles of Marketing         MA11         24         1           1         1         Dec         Management, Leadership & The Organisation         MO11         24         1           1         1         Dec         Introduction to Finance         FIN2         24         1           2         1         Dec         European Law         BL12         24         1           1         1         Feb         Training in Interpersonal Skills          12         6,8           1         1         Feb         Sociology & Organisational Behaviour         MO15         24         1           1         1         Apr         Marketing Mix         MA12         24         1           1 </td <td>1</td> <td>1</td> <td></td> <td>IT, Office Software &amp; Automation</td> <td>ІМоі</td> <td>24</td> <td>2</td> <td>Pass</td>	1	1		IT, Office Software & Automation	ІМоі	24	2	Pass
11SepAccounting & BookkeepingFIN1124111SepIntercultural ManagementCM1124121OctIntroduction to StatisticsGA1124111OctSmall Business EnvironmentBL1124111OctModern Principles of MarketingMA1124111DecModern Principles of MarketingMA1124111DecManagement, Leadership & The OrganisationMO1124111DecIntroduction to FinanceFIN12241121DecEuropean LawBL12241111FebTraining in Interpersonal Skills $\Gamma HPS - Interviewing SkillsCM121111FebTiPS - Interviewing SkillsCM12241111FebBusiness CommunicationCM13241121FebSociology & Organisational BehaviourMO15241111AprOrganisational TheoryMO12241121AprNew Business EnvironmentBL13241121MayInternational Law in Business & CommerceBL1424111AprNew Business EnvironmentBL13241121Ma$	3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
1         1         Sep         Intercultural Management         CM11         24         1           2         1         Oct         Introduction to Statistics         GA11         24         1           1         1         Oct         Small Business Environment         BL11         24         1           1         1         Oct         Modern Principles of Marketing         MA11         24         1           1         1         Dec         Management, Leadership & The Organisation         MO11         24         1           1         1         Dec         Introduction to Finance         FIN12         24         1           2         1         Dec         European Law         BL12         24         1           1         1         Feb         Training in Interpersonal Skills          CM12         24         1           1         1         Feb         TIPS - Interviewing Skills          CM12         24         1           1         1         Feb         Business Communication         CM13         24         1         1           2         1         Feb         Sociology & Organisational Behaviour         MO12	hase	<u>1</u>						
21OctIntroduction to StatisticsGA1124111OctSmall Business EnvironmentBL11241111OctModern Principles of MarketingMA11241111DecManagement, Leadership & The OrganisationMO11241111DecIntroduction to FinanceFIN22411111DecEuropean LawBL122411111FebTraining in Interpersonal SkillsFIN2241111FebTriBS - Interviewing Skills TIPS - Feedback & Group InteractionCM13241111FebSociology & Organisational BehaviourMO152411111AprOrganisational TheoryMO122411	1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
11OctSmall Business EnvironmentBL1124111OctModern Principles of MarketingMA1124111DecManagement, Leadership & The OrganisationMO1124111DecIntroduction to FinanceFIN1224121DecEuropean LawBL1224111DecEuropean LawBL1224111FebTraining in Interpersonal Skills11FebTriPS - Interviewing Skills11FebTIPS - Effective MeetingCM1224111FebBusiness CommunicationCM1324121FebSociology & Organisational BehaviourMO1524111AprMarketing MixMA12241111AprOrganisational TheoryMO12241111MayInternational Law in Business & CommerceBL13241111MayInternational Law in Business & CommerceBL1424111MayInternational Law in Business & CommerceBL1424111MayInternational Law in Business & CommerceBL1324111MayInternational Law in Business & CommerceBL132411 </td <td>1</td> <td>1</td> <td>Sep</td> <td>Intercultural Management</td> <td>CM11</td> <td>24</td> <td>1</td> <td>4</td>	1	1	Sep	Intercultural Management	CM11	24	1	4
11OctModern Principles of MarketingMA1124111DecManagement, Leadership & The OrganisationMO11241111DecIntroduction to FinanceFIN12241121DecEuropean LawBL12241111DecEuropean LawBL12241111FebTraining in Interpersonal Skillsrulesrulesrulesrulesrulesrules11FebTriPS - Interviewing Skillsrules <t< td=""><td>2</td><td>1</td><td>Oct</td><td>Introduction to Statistics</td><td>GA11</td><td>24</td><td>1</td><td>4</td></t<>	2	1	Oct	Introduction to Statistics	GA11	24	1	4
1         1         Dec         Management, Leadership & The Organisation         MO11         24         1           1         1         Dec         Introduction to Finance         FIN12         24         1           2         1         Dec         European Law         BL12         24         1           1         1         Feb         Training in Interpersonal Skills          24         1         1           1         1         Feb         Training in Interpersonal Skills           24         1         1           1         1         Feb         TriPS - Interviewing Skills            6,8           1         1         Feb         Stripe A Performance           6,8            1         1         Feb         Business Communication         CM13         24         1            2         1         Feb         Sociology & Organisational Behaviour         MO15         24         1            1         1         Apr         Organisational Theory         MO12         24         1            2         1         Apr         <	1	1	Oct	Small Business Environment	BL11	24	1	4
1         1         Dec         Introduction to Finance         FIN12         24         1           2         1         Dec         European Law         BL12         24         1           1         1         Feb         Training in Interpersonal Skills	1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
21DecEuropean LawBL122.4111FebTraining in Interpersonal Skills	1	1	Dec	Management, Leadership & The Organisation	M011	24	1	4
11FebTraining in Interpersonal SkillsCM12III <td>1</td> <td>1</td> <td>Dec</td> <td>Introduction to Finance</td> <td>FIN12</td> <td>24</td> <td>1</td> <td>5</td>	1	1	Dec	Introduction to Finance	FIN12	24	1	5
Image: state s	2	1	Dec	European Law	BL12	24	1	4
Image: constraint of the section of	1	1	Feb	Training in Interpersonal Skills				
Image: space of the symbol s				TIPS - Interviewing Skills				
Image: section of the section of th				TIPS - Effective Meeting	CM12	12	6,8	2
11FebBusiness CommunicationCM1324121FebSociology & Organisational BehaviourMO1524111AprMarketing MixMA1224111AprOrganisational TheoryMO1224121AprNew Business EnvironmentBL1324111MayProject Management BasicsMO13242,7721MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60511PDP Seminar - Business Presentation Skills3221PDP Seminar - Leadership in Business Environment3232PDP Seminar - Team Building3232PDP Seminar - Effective Time Management32				TIPS - Peak Performance	7			
21FebSociology & Organisational BehaviourMO152.4111AprMarketing MixMA122.4111AprOrganisational TheoryMO122.4121AprNew Business EnvironmentBL132.4111MayProject Management BasicsMO132.42.7721MayInternational Law in Business & CommerceBL142.4111MayInternational Law in Business & CommerceBL142.4111MayInternational Law in Business & CommerceBL142.4111MayInternational Law in Business & CommerceBL142.4111May2nd Foreign LanguagesFL112.4411Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60521PDP Seminar - Business Presentation Skills3211PDP Seminar - Leadership in Business Environment3221PDP Seminar - Team Building3232PDP Seminar - Effective Time Management32				TIPS - Feedback & Group Interaction				
11AprMarketing MixMA1224111AprOrganisational TheoryMO1224121AprNew Business EnvironmentBL1324111MayProject Management BasicsMO13242,7721MayInternational Law in Business & CommerceBL1424111MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 – Personal Development Plan & Tutoring and Academic English *60521PDP Seminar - Business Presentation Skills3211PDP Seminar - Project Management GamePDP13221PDP Seminar - Team Building323232PDP Seminar - Effective Time Management3232	1	1	Feb	Business Communication	CM13	24	1	3
11AprOrganisational TheoryMO1224121AprNew Business EnvironmentBL1324111MayProject Management BasicsMO13242,721MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60520PDP Seminar - Business Presentation Skills3221PDP Seminar - Leadership in Business Environment3232PDP Seminar - Team Building3232PDP Seminar - Effective Time Management32	2	1	Feb	Sociology & Organisational Behaviour	M015	24	1	4
21AprNew Business EnvironmentBL1324111MayProject Management BasicsMO13242,721MayInternational Law in Business & CommerceBL1424111MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60521PDP Seminar - Business Presentation Skills3221PDP Seminar - Project Management Game3221PDP Seminar - Team Building3232PDP Seminar - Effective Time Management32	1	1	Apr	Marketing Mix	MA12	24	1	5
11MayProject Management BasicsMO13242,721MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60520PDP Seminar - Business Presentation Skills3221PDP Seminar - Project Management Game3220PDP Seminar - Leadership in Business Environment3232PDP Seminar - Team Building3240PDP Seminar - Effective Time Management32	1	1	Apr	Organisational Theory	M012	24	1	4
21MayInternational Law in Business & CommerceBL1424111May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 – Personal Development Plan & Tutoring and Academic English *60521PDP Seminar - Business Presentation Skills3221PDP Seminar - Project Management GamePDP13232PDP Seminar - Leadership in Business Environment3232PDP Seminar - Team Building3241PDP Seminar - Effective Time Management32	2	1	Apr	New Business Environment	BL13	24	1	4
11May2nd Foreign LanguagesFL1124411Sep to JulPDP 1 – Personal Development Plan & Tutoring and Academic English *60522PDP Seminar - Business Presentation Skills3242PDP Seminar - Project Management GamePDP 132532323269DP Seminar - Leadership in Business Environment323269DP Seminar - Team Building323279DP Seminar - Effective Time Management3232	1	1	May	Project Management Basics	MO13	24	2,7	4
11Sep to JulPDP 1 - Personal Development Plan & Tutoring and Academic English *60511PDP Seminar - Business Presentation Skills322PDP Seminar - Project Management Game323PDP Seminar - Leadership in Business Environment323PDP Seminar - Team Building323PDP Seminar - Effective Time Management32	2	1	May	International Law in Business & Commerce	BL14	24	1	4
1     1     Sep to Juli     Academic English *     5       2     1     PDP Seminar - Business Presentation Skills     3     2       2     1     PDP Seminar - Project Management Game     3     2       2     1     PDP Seminar - Leadership in Business Environment     3     2       3     2     3     2       3     2     3     2       3     2     3     2       3     2     3     2       3     2     3     2       3     2     3     2	1	1	May	2nd Foreign Languages	FL11	24	4	4
PDP Seminar - Project Management Game       PDP1       3       2         PDP Seminar - Leadership in Business Environment       3       2         PDP Seminar - Team Building       3       2         PDP Seminar - Effective Time Management       3       2         PDP Seminar - Effective Time Management       3       2	1	1	Sep to Jul			60	5	
PDP Seminar - Leadership in Business Environment     3     2       PDP Seminar - Team Building     3     2       PDP Seminar - Effective Time Management     3     2       3     2				PDP Seminar - Business Presentation Skills		3	2	
PDP Seminar - Team Building     3     2       PDP Seminar - Effective Time Management     3     2				PDP Seminar - Project Management Game	PDP1	3	2	5
PDP Seminar - Effective Time Management 3 2				PDP Seminar - Leadership in Business Environment		3	2	5
				PDP Seminar - Team Building		3	2	
1 1 Sep to Jul 6 x Project Week & In-Company Visits PW11 48 3				PDP Seminar - Effective Time Management		3	2	1
	1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6



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Digita	I & Soc	ial Media	(3 Phase / 3 Years)				
<b>Year</b> (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	M022	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 *		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 x Project Weeks & In-Company Visits	PW21	48	3	6
Total Ph	ase 2						80
<u>Phase 3</u>				•		-	
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 Ph	ase 3						80
Total Cr	edits Offe	ered					240

Total Credits Offered



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

Suppo	rt 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
<u>Phase</u>	1			ī	I		
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				
			TIPS - Effective Meeting	CM12	12	6,8	2
			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	M012	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
1	1	May	Project Management Basics	M013	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		3	2	
			PDP Seminar - Project Management Game	PDP1	3	2	5
			PDP Seminar - Leadership in Business Environment		3	2	5
			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 F	Phase 1						8o
AI &	Cyber S	Security (3	Phase / 3 Years)				
<b>Year</b> (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	Al & the Smart Economy	TEC <sub>23</sub>	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	TEC <sub>25</sub>	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
3	2	Feb	Information Management	IM24 IM22	24	1	<u> </u>
	2	Feb	Website Design & Benchmarking	IM22	24	8	
3	2	Teb	website besign a benchmarking	11125	24	0	5



#### Part 3 MCI Programme Curriculum (Bachelor's) Education & Examination Guide

	_	. ,					
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 *		12	5	
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation	PDP2	3	2	3
			PDP Seminar - Consulting Skills		3	2	5
			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							
<u>Phase</u>	3						
3	3	Sep & Feb	Digital Security Implementation	IM <sub>3</sub> 6	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 Of	fered					240
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## 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	IMoı	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP <sub>32</sub>	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	M011	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	1 11 112	24	±	2
1	1	TED					
			TIPS - Interviewing Skills	CMra		6.9	
			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	M012	24	1	4
1	1	May	Project Management Basics	M013	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 Y	'ear 1						60
<u>Year 2</u>							
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	M021	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 *		12	5	
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar - Negotiation		3	2	
			PDP Seminar - Consulting Skills	PDP2	3	2	3
						-	
						2	
			PDP Seminar - Tapping your Creativity		3	2	
2	2	Sep to Jul		PW21		2 2 3	6



Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
<u>'ear 3</u>							
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	Pas
otal Y	ear 3						60
ear 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA <sub>34</sub>	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
otal Y	ear 4						60



## **INFORMATION MANAGEMENT (4 YEARS)**

1         3         Sep-De/ PebMay         IT, Office Software & Automation         IMol         24, 24           3         3         Sep-Feb         Work Experience Preparation Module         WP32         16           213         3         Sep-Feb         Work Experience Preparation Module         WP32         16           214         1         3         Sep         Accounting & Bookkeeping         FINal         24,           1         1         Oct         Modern Principles of Marketing         MA1         24,           1         1         Dec         Management, Leadership & The Organisation         MO11         24,           1         1         Dec         Introduction to Finance         FINal         24,           1         1         Dec         ITPS - Interviewing Skilis         CM13         24,           1         1         Feb         Business Communication         CM13         24,           1         1         Peb         Business Communication         CM13         24,           1         1         May         Apr         Marketing Mix         MO12         24,           1         1         May         Aprof Dreginsinarin Theory empanase Sinstant Apr         MO1	ear	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
3         Sep-Feb         Work Experience Preparation Module         WP32         16           afrat	1	1		IT, Office Software & Automation	IM01	24	2	Pass
at a         Sep         Accounting & Bookkeeping         FIN11         24           1         a         Sep         Intercultural Management         CMas         24           1         1         Oct         Small Business Environment         BL31         24           1         1         Oct         Small Business Environment         BL31         24           1         1         Oct         Modem Finiciples of Marketing         MA11         24           1         1         Dec         Introduction to Finance         FIN12         24           1         1         Dec         Introduction to Finance         FIN12         24           1         1         Dec         Introduction to Finance         FIN12         24           1         1         TIPS - Feek beach and Group Interaction         CM12         24           1         1         Apr         Organisational Theory         MO12         24           1         1         May         Project Management Basics         MO13         24           1         1         May         Project Management Basics         MO13         24           1         1         Sep to Jul         PDP Seminar - Basines Arcu	3	3		Work Experience Preparation Module	WP32	16	2	Pass
1         Sep         Intercultural Management         CM11         24,           1         1         Oct         Small Business Environment         BL11         24,           1         1         Dec         Management, Leadership & The Organisation         MA11         24,           1         1         Dec         Introduction to Finance         FIN12         24,           1         1         Dec         Introduction to Finance         FIN12         24,           1         1         Feb         Trins- Interpersonal Skills         FIN12         24,           1         1         Feb         Trips - Feedback and Group Interaction         CM13         24,           1         1         Apr         Organisational Theory         MO12         24,           1         1         Apr         Organisational Theory         MO13         24,           1         1         May         Project Management Basics         MO13         24,           1         1         May         2nd Foreign Languages         FL11         24,           1         1         May         2nd Foreign Languages         FL11         24,           2         Sept 0 Jul         Sept 0 Jul <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
1     Oct     Small Business Environment     BL11     24,       1     1     Oct     Modern Principles of Marketing     MA13     24,       1     1     Dec     Management, Leadership & The Organisation     MO13     24,       1     1     Dec     Introduction to Finance     FIN12     24,       1     2     Feb     Training in Interpersonal Skills     Finance     Finance       1     1     TIPS - Interviewing Skills     CM12     12       1     1     TIPS - Feedback and Group Interaction     CM13     24,       1     1     Apr     Marketing Mix     MA12     24,       1     1     Apr     Marketing Mix     MA12     24,       1     1     Apr     Marketing Mix     MA12     24,       1     1     May     2nd Foreign Languages     MO13     24,       1     1     May     2nd Foreign Languages     FL11     24,       2     Sep to Jul     PPD Seminar - Business Environment     901     3       3     PDP Seminar - Team Building     3     3       4     2     Oct     Marketing Research     MA11     24,       2     2     Oct     Introduction to Statistics	1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1         Oct         Modern Principles of Marketing         MA11         2.4           1         Dec         Management, Leadership & The Organisation         MO13         2.4           1         Dec         Introduction to Finance         FIN12         2.4           1         Peb         Training in Interpersonal Skills         FIN12         2.4           1         TPS - Interviewing Skills         CM12         1.2         1.2           1         TPS - Effective Meeting         CM12         1.2         1.2           1         TPS - Feedback and Group Interaction         CM13         2.4         1.1           1         Apr         Marketing Mix         MA12         2.4         1.1           1         Apr         Organisational Theory         MO13         2.4         1.1           1         May         Project Management Basics         MO13         2.4         1.2           1         May         2nd Foreign Languages         FL11         2.4         1.2           1         May         2nd Foreign Languages         FL11         2.4         1.2           1         Sep to Jul         PDP Seminar - Educines Time Management Game         PD1         3         3 <t< td=""><td>1</td><td>1</td><td>Sep</td><td>Intercultural Management</td><td>CM11</td><td>24</td><td>1</td><td>4</td></t<>	1	1	Sep	Intercultural Management	CM11	24	1	4
1         1         Dec         Management, Leadership & The Organisation         MO11         24           1         2         Dec         Introduction to Finance         FIN12         24           1         1         Feb         Training in Interpressonal Skills         FIN12         24           1         1         Feb         TriBs - Effective Meeting         CM12         12           1         1         Feb         Business Communication         CM13         24           1         1         Feb         Business Communication         CM13         24           1         1         Apr         Organisational Theory         MO12         24           1         1         May         Project Management Basics         MO13         24           1         1         May         Project Management Basics         MO23         24           1         1         May         Project Management Basics         MO33         24           1         1         Sep to Jul         PDP Seminar - Busiding         FL13         26           1         1         Sep to Jul         6 x Poject Week & In-Company Visits         PV11         3           2         1	1	1	Oct	Small Business Environment	BL11	24	1	4
1         Dec         Introduction to Finance         FIN12         24           1         1         Feb         Training in Interpersonal Skills         CM12         12           1         1         Feb         TriPs - Effective Meeting         CM12         12           1         1         Feb         Business Communication         CM12         24           1         1         Apr         Organisational Theory         MO12         24           1         1         Apr         Organisational Theory         MO12         24           1         1         May         Project Management Basics         MO12         24           1         1         May         Project Management Basics         MO12         24           1         1         May         Poreignt Languages         PDP         3           1         1         Sep to Jul         PDP Seminar - Business Presentation Skills         PDP1         3           1         1         Sep to Jul         6 x Project Week & In-Company Visits         PV11         48           1         1         Sep to Jul         6 x Project Week & In-Company Visits         PV11         48           2         1         Oct	1	1	Oct	Modern Principles of Marketing	MA11		1	5
1         1         Dec         Introduction to Finance         FIN12         24           1         1         Feb         Training in Interpersonal Skills         CM12         12           1         1         Feb         TIPS - Interviewing Skills         CM12         12           1         1         Feb         Business Communication         CM12         24           1         1         Apr         Marketing Mix         MA22         24           1         1         May         Project Management Basics         MO33         24           1         1         Sep to Jul         PDP Seminar - EardBuilding         PDP         3           1         1         Sep to Jul         PDP Seminar - EardBuilding         3         3           1         1         Sep to Jul         6 A Project Week & In-Company Visits         PV1         48           1         1         Sep to Jul	1	1	Dec	Management, Leadership & The Organisation	M011		1	4
1         1         Feb         Training in Interpersonal Skills         Image: Construction of the state of the st	1	1	Dec		FIN12		1	5
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2       1       May       International Law in Business & Commerce       BL14       24         2       2       May       Introduction to Entrepreneurship       EN22       24         2       2       Sep to Jul       PDP 2 – Personal Development Plan, Tutoring & Academic English *       12         2       2       Sep to Jul       PDP 2 – Personal Development Plan, Tutoring & Academic English *       12         3       1       PDP Seminar - Managing Diversity       3       3         4       0       PDP Seminar - Consulting Skills       3       3         5       0       PDP Seminar - Tapping your Creativity       3       3         6       0       PDP Seminar - Conflict Management       3       3			· · · ·		-			4
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2       2       Sep to Jul       PDP 2 - Personal Development Plan, Tutoring & Academic English *       12         2       2       Sep to Jul       PDP 2 - Personal Development Plan, Tutoring & Academic English *       3         4       4       PDP Seminar - Managing Diversity       3       3         5       9       PDP Seminar - Onsulting Skills       3       3         6       1       PDP Seminar - Consulting Skills       3       3         7       9       PDP Seminar - Conflict Management       3       3					-			4
Image: PDP Seminar - Managing Diversity     3       PDP Seminar - Negotiation     3       PDP Seminar - Consulting Skills     3       PDP Seminar - Tapping your Creativity     3       PDP Seminar - Conflict Management     3					EN22		1	4
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PDP Seminar - Tapping your Creativity     3       PDP Seminar - Conflict Management     3				-	PDP <sub>2</sub>		2	3
PDP Seminar - Conflict Management 3				-			2	
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#### Part 3 MCI Programme Curriculum (Bachelor's) Education & Examination Guide

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Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3			l.				
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 Y	ear 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 Y	ear 4						60
Total C	redits Offe	ered					240



## **BUSINESS ANALYTICS (4 YEARS)**

Year	111000103(1	Pre-requisites jui	r Phase 2, 3, Work placement respectively)				
	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep-Dec / Feb-May	IT, Office Software & Automation	IMoı	24	2	Pass
3	3	Sep-Feb	Work Experience Preparation Module	WP32	16	2	Pass
<u> /ear 1</u>	-						
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	M012	24	1	4
1	1	May	Project Management Basics	M013	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
otal Y	'ear 1						
							60
ear 2	1			1		Γ	60
<u>ear 2</u> 2	1	Oct	Introduction to Statistics	GA11	24	1	6o 4
	1 2	Sep	Marketing Research	MA21	24 24	1 2,7	
2 2 2	2	Sep Oct	Marketing Research 2nd Foreign Languages	MA21 FL21		2,7 4	4
2	2 2 2	Sep Oct Oct	Marketing Research 2nd Foreign Languages Introduction to Data Management & Processing	MA21 FL21 IM28	24	2,7 4 1	4
2 2 2 2 2 2	2 2 2 2	Sep Oct Oct Oct	Marketing Research 2nd Foreign Languages Introduction to Data Management & Processing Managing & Visualizing Data	MA21 FL21 IM28 IM29	24 24 24 24 24	2,7 4 1 7	4 4 4
2 2 2 2 2 2 2 2	2 2 2 2 2 2 2	Sep Oct Oct Oct Dec	Marketing Research 2nd Foreign Languages Introduction to Data Management & Processing Managing & Visualizing Data Business Gamification & Simulation	MA21 FL21 IM28 IM29 IM213	24 24 24 24 24 24 24	2,7 4 1 7 1	4 4 4 4 3 4
2 2 2 2 2 2 2 2 2 2 2	2 2 2 2 2 2 1	Sep Oct Oct Oct Dec Dec	Marketing Research         2nd Foreign Languages         Introduction to Data Management & Processing         Managing & Visualizing Data         Business Gamification & Simulation         European Law	MA21 FL21 IM28 IM29 IM213 BL12	24 24 24 24 24 24 24 24	2,7 4 1 7 1 1	4 4 4 4 3 4 4 4
2 2 2 2 2 2 2 2 2 2 2 2 2	2 2 2 2 2 2 1 1	Sep Oct Oct Oct Dec Dec Feb	Marketing Research         2nd Foreign Languages         Introduction to Data Management & Processing         Managing & Visualizing Data         Business Gamification & Simulation         European Law         Sociology & Organisational Behaviour	MA21 FL21 IM28 IM29 IM213 BL12 MO15	24 24 24 24 24 24 24 24 24	2,7 4 1 7 1 1 1	4 4 4 3 4 4 4 4 4
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2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	2 2 2 2 1 1 2 1 2 1 2 1 2 2	Sep Oct Oct Dec Dec Feb Feb Feb	Marketing Research         2nd Foreign Languages         Introduction to Data Management & Processing         Managing & Visualizing Data         Business Gamification & Simulation         European Law         Sociology & Organisational Behaviour         Information Management         New Business Environment         Managing Organisations	MA21 FL21 IM28 IM29 IM213 BL12 MO15 IM22 BL13 MO22	24 24 24 24 24 24 24 24 24 24 24	2,7 4 1 7 1 1 1 1 1 1 1 1 1	4 4 4 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 2 2 2 1 1 2 1 2 1 2 1 2 1 1	Sep Oct Oct Dec Dec Feb Feb Feb Keb	Marketing Research         2nd Foreign Languages         Introduction to Data Management & Processing         Managing & Visualizing Data         Business Gamification & Simulation         European Law         Sociology & Organisational Behaviour         Information Management         New Business Environment         Managing Organisations         International Law in Business & Commerce	MA21 FL21 IM28 IM29 IM213 BL12 MO15 IM22 BL13 MO22 BL14	24 24 24 24 24 24 24 24 24 24 24 24	2,7 4 1 7 1 1 1 1 1 1 1 1 1 1 1	4 4 4 4 3 4 4 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 2 2 2 1 1 2 1 2 1 2 1 2 1 2 1 2	Sep Oct Oct Dec Dec Feb Feb Feb May May	Marketing Research         2nd Foreign Languages         Introduction to Data Management & Processing         Managing & Visualizing Data         Business Gamification & Simulation         European Law         Sociology & Organisational Behaviour         Information Management         New Business Environment         Managing Organisations         International Law in Business & Commerce         Introduction to Entrepreneurship	MA21 FL21 IM28 IM29 IM213 BL12 MO15 IM22 BL13 MO22	24 24 24 24 24 24 24 24 24 24 24 24 24	2,7 4 1 7 1 1 1 1 1 1 1 1 1 1 1 1	4 4 4 3 4 4 4 4 4 4 4 4
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#### Part 3 MCI Programme Curriculum (Bachelor's) Education & Examination Guide

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Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year <u>3</u>			I.			[]	
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 Ye	ear 3				<u> </u>		60
Year 4							
4	3	Sep & Feb	Predictive Analytics	IM <sub>35</sub>	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 Ye	ear 4						60
Total C	redits Offe	red					240



## **DIGITAL & SOCIAL MEDIA (4 YEARS)**

Support			r 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
<u>Year 1</u>	<b>-</b>						
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	M011	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	M012	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	5
			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 Y	ear 1						60
<u>Year 2</u>							
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	M015	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	M022	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	000	3	2	
			PDP Seminar - Consulting Skills	PDP2	3	2	3
			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 Y	ear 2						60

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



Digital & Social Media (4 Years)

Year	Phase	Block	a (4 Years) Module / Subject	Code	Lesson Hours	Examination type	ECs
Year <u>3</u>							
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
「otal Y	ear 3						60
<u>ear 4</u>							
4	3	Sep & Feb	Social Media Analytics	IM <sub>34</sub>	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
Fotal Y	ear 4						60
otal_(	redits Offe	red					240



## **ARTIFICIAL INTELLIGENCE & CYBER SECURITY (4 YEARS)**

Year			for Phase 2, 3, Work placement respectively)				
reur	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	M012	24	1	4
1	1	May	Project Management Basics	M013	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	5
			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 Ye	ear 1						60
<u>Year 2</u>							
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	M015	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
	1	Apr	New Business Environment	BL13	24	1	4
2	2	Apr	Managing Organisations	M022	24	1	4
2	2	Maria	International Law in Business & Commerce	BL14	24	1	4
	1	May					
2		Мау	Introduction to Entrepreneurship	EN22	24	1	4
2 2	1		Introduction to Entrepreneurship PDP 2 – Personal Development Plan, Tutoring & Academic English *	EN22	24 12	1 5	4
2 2 2	1	May		EN22			4
2 2 2	1	May	PDP 2 – Personal Development Plan, Tutoring & Academic English *		12 3	5	
2 2 2	1	May	PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Managing Diversity	EN22 PDP2	12	5 2	4
2 2 2	1	May	PDP 2 — Personal Development Plan, Tutoring & Academic English * PDP Seminar - Managing Diversity PDP Seminar - Negotiation		12 3 3	5 2 2	
2 2 2	1	May	PDP 2 – Personal Development Plan, Tutoring & Academic English * PDP Seminar - Managing Diversity PDP Seminar - Negotiation PDP Seminar - Consulting Skills		12 3 3 3	5 2 2 2 2	

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



Year	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 3					110013	type	<u> </u>
		Con	Databases & Information Retrieval	IM an			
3	2	Sep		IM23	24	1	4
3	2	Sep Sep & Feb	AI & the Smart Economy Digital Security Implementation	TEC <sub>23</sub> IM <sub>3</sub> 6	24	2	4
3	3	Oct & Apr	Statistics & Quantitative Data	GA21	24	2	5
3	2	· · · ·			24	1	4
3	3	Oct & Apr	Business Plan	BL <sub>31</sub> TEC <sub>21</sub>	24	2,7	4
3	2	Dec	Enterprise Technology & Innovation	-	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 Y	ear 3						60
<u>Year 4</u>							
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 Y	ear 4						60
Total_C	redits Offe	red					240