

## CONCENTRATION AREAS

### Strategic Management and Leadership Mandatory Courses

BBA	301	Corporate Governance	3	0	0	3	6
BBA	303	Leadership	3	0	0	3	6
BBA	302	Change Management	3	0	0	3	6
BBA	304	Conflict Management and Negotiations	3	0	0	3	6

### Area Elective Courses

BBA	403	Stakeholder Management	3	0	0	3	6
BBA	404	Diversity in Management	3	0	0	3	6
BBA	305	Small and Medium Enterprise Management	3	0	0	3	6
BBA	406	International Trade Management	3	0	0	3	6
BBA	407	Family Business Management	3	0	0	3	6
BBA	408	Employee Health and Safety Management	3	0	0	3	6
BBA	386	Strategic Technology Management	3	0	0	3	6
BBA	311	Employee and Management Relations	3	0	0	3	6
BBA	411	Management of Third Sector Organizations	3	0	0	3	6
BBA	420	Sustainability Management	3	0	0	3	6

## Entrepreneurship

### Mandatory Courses

BBA	348	Entrepreneurial Finance	3	0	0	3	6
BBA	305	Small and Medium Enterprise Management	3	0	0	3	6
BBA	303	Leadership	3	0	0	3	6
BBA	302	Change Management	3	0	0	3	6

### Area Elective Courses

BBA	386	Strategic Technology Management	3	0	0	3	6
BBA	304	Conflict Management and Negotiations	3	0	0	3	6
BBA	483	Quality Management	3	0	0	3	6
BBA	462	Sales Management	3	0	0	3	6
BBA	465	E- Marketing	3	0	0	3	6
BBA	467	E-Business	3	0	0	3	6
BBA	406	International Trade Management	3	0	0	3	6
BBA	346	International Finance	3	0	0	3	6
BBA	388	New Product Development	3	0	0	3	6
BBA	387	Enterprise Resource Planning	3	0	0	3	6
BBA	407	Family Business Management	3	0	0	3	6
BBA	412	Entrepreneurship	2	0	2	3	6
BBA	363	Brand Management	3	0	0	3	6
BBA	486	Innovation Management	3	0	0	3	6
BBA	306	Tax Law	3	0	0	3	6
BBA	307	Trade Law	3	0	0	3	6

## Marketing Mandatory Courses

BBA	361	Marketing Research	3	0	0	3	6
BBA	362	Consumer Behavior	3	0	0	3	6
BBA	363	Brand Management	3	0	0	3	6
BBA	364	Strategic Marketing	3	0	0	3	6

## Area Elective Courses

BBA	461	Marketing Communications	3	0	0	3	6
BBA	462	Sales Management	3	0	0	3	6
BBA	463	Retail Management	2	0	2	3	6
BBA	464	Customer Relations Management	3	0	0	3	6
BBA	465	E- Marketing	3	0	0	3	6
BBA	467	E-Business	3	0	0	3	6
BBA	387	Enterprise Resource Planning	3	0	0	3	6
BBA	466	International Marketing	3	0	0	3	6
BBA	388	New Product Development					

## Accounting and Auditing Mandatory Courses

BBA	342	Intermediate Accounting	3	0	0	3	6
BBA	344	Auditing	3	0	0	3	6
BBA	345	Cost Accounting	3	0	0	3	6
BBA	347	Financial Markets and Institutions	3	0	0	3	6

## Area Elective Courses

BBA	387	Enterprise Resource Planning	3	0	0	3	6
BBA	441	Tax Accounting	3	0	0	3	6
BBA	442	Internal Auditing	3	0	0	3	6
BBA	301	Corporate Governance	3	0	0	3	6
BBA	443	Accounting Information Systems	3	0	0	3	6
BBA	444	Advanced Accounting	3	0	0	3	6
BBA	349	Investment Analysis and Portfolio Management	3	0	0	3	6
BBA	450	International Accounting	3	0	0	3	6
BBA	306	Tax Law	3	0	0	3	6
BBA	307	Trade Law	3	0	0	3	6
BBA	346	International Finance	3	0	0	3	6

## Technology and Operations Management Mandatory Courses

BBA	385	Supply Chain Management	3	0	0	3	6
BBA	386	Strategic Technology Management	3	0	0	3	6
BBA	387	Enterprise Resource Planning	3	0	0	3	6
BBA	388	New Product Development	3	0	0	3	6

### Area Elective Courses

BBA	482	Business Process Reengineering	3	0	0	3	6
BBA	304	Conflict Management and Negotiations	3	0	0	3	6
BBA	483	Quality Management	2	0	2	3	6
BBA	484	Purchasing and Materials Management	3	0	0	3	6
BBA	485	Research and Development Management	3	0	0	3	6
BBA	486	Innovation Management	3	0	0	3	6

## Human Resource Management Mandatory Courses

BBA	302	Change Management	3	0	0	3	6
BBA	304	Conflict Management and Negotiations	3	0	0	3	6
BBA	303	Leadership	3	0	0	3	6
BBA	311	Employee and Management Relations	3	0	0	3	6

### Area Elective Courses

BBA	414	Compensation Management	3	0	0	3	6
BBA	415	International Human Resource Management	3	0	0	3	6
BBA	416	E- Human Resource Management	3	0	0	3	6
BBA	417	Training and Development	3	0	0	3	6
BBA	418	Recruiting and Selection	3	0	0	3	6
BBA	408	Employee Health and Safety Management	3	0	0	3	6
BBA	419	Performance Management	3	0	0	3	6
BBA	308	Labor Law	3	0	0	3	6
BBA	404	Diversity in Management	3	0	0	3	6

## Finance Mandatory Courses

BBA	347	Financial Markets and Institutions	3	0	0	3	6
BBA	346	International Finance	3	0	0	3	6
BBA	342	Intermediate Accounting	3	0	0	3	6
BBA	349	Investment Analysis and Portfolio Management	3	0	0	3	6

## Area Elective Courses

BBA	446	Behavioral Finance	3	0	0	3	6
BBA	387	Enterprise Resource Planning	3	0	0	3	6
BBA	348	Entrepreneurial Finance	2	0	2	3	6
BBA	301	Corporate Governance	3	0	0	3	6
BBA	344	Auditing	3	0	0	3	6
BBA	448	Money and Banking	3	0	0	3	6
BBA	442	Internal Auditing	3	0	0	3	6
BBA	449	Financial Derivatives and Risk Management	3	0	0	3	6
BBA	306	Tax Law	3	0	0	3	6
BBA	307	Trade Law	3	0	0	3	6
BBA	345	Cost Accounting	3	0	0	3	6