

Programme Structure - MARK

Semester	Module
1	Management and Business Context 1
1	English 1
1	Information and Communication Technology
1	Legal Environment for Managers
1	Business Ethics
1	Academic Skills 1
1	Decision Making Skills
2	Management and Business Context 2
2	English 2
2	Finance for Managers
2	General Orientation Option
2	Management Information Systems
2	Academic Skills 2
3	Language and Culture 1
3	General Orientation Option
3	Marketing
3	Career Development Skills
3	Human Resource Management
3	Option 1
4	Language and Culture 2
4	Organisational Behaviour
4	Project Management
4	Management Skills
4	Quantitative Methods for Managers
4	Option 2
5	Business Policy and Strategy
5	Operations Management
5	Entrepreneurship
5	Option 3
5	Option 4
5	Option 5
6	Final Semester Option
6	Academic Writing Project

Contents of Module groups

Option 1

Corporate Communications

Option 2

Marketing Communication

Options 3-4-5

Web Strategy

Marketing of Services

Change Management

Common for all specialisations

Final Semester Option

Sustainability, CSR and Current Management Issues

Work Placement

Study Abroad Semester

Language and Culture 1

Introduction to Arabic Culture and Language

Introduction to Chinese Culture and Language

Introduction to Japanese Culture and Language

Introduction to Turkish Culture and Language

Language and Culture 2

Introduction to Russian Culture and Language

Introduction to French Culture and Language

Introduction to German Culture and Language

Introduction to Spanish Culture and Language

General Orientation Option

Introduction to Visual Culture

Introduction to World Business History

Introduction to Political Science

History of Financial Markets

Digital Creativity

Introduction to Psychology

World of Tourism

English 1

English for Business Studies 1

Oral English for Business

English Language Development 1

English Vocabulary Development 1

English 2

English for Business Studies 2

Written English for Business

English Language Development 2

English Vocabulary Development 2