

### BBA Concentration Program for FDE Students

	Course	Code	Title	Credit	ECTS	Prerequisites	Semester	In the BBA Curriculum	In the Concentration Program
1	BBA	101	Introduction to Business	3	7	-	1	Core course	Core course
2	BBA	102	Fundamentals of Management	3	5	BBA 101	2	Core course	One of the BBA102 or BBA 201 courses is compulsory
2	BBA	201	Organization Theory and Design	3	6	BBA 101	2	Core course	One of the BBA102 or BBA 201 courses is compulsory
3	BBA	261	Marketing Management	3	6	-	3	Core course	Core course
4	BBA	204	Principles of Entrepreneurship	3	6	-	4	Core course	An entrepreneurship course (BBA 204 or 412) is compulsory
4	BBA	412	Entrepreneurship (KOSGEB)	3	6	-		Department elective course	An entrepreneurship course (BBA 204 or 412) is compulsory
5	BBA	362	Consumer Behaviour	3	6	-		Department elective course	Elective course
5	BBA	365	Digital Marketing	3	6	-		Department elective course	Elective course
5	BBA	462	Sales Management	3	6	-		Department elective course	Elective course

**In order to complete the concentration program, FDE students should take 5 courses in total**