

CURRICULUM OF BACHELOR'S IN BUSINESS ADMINISTRATION WITH A SPECIALIZATION IN DIGITAL BUSINESS AND INNOVATION

■ Business and General Foundations	■ Data Science, Artificial Intelligence and Cybersecurity
■ Business Management and Strategy	■ Integrated Projects
■ Innovation, Entrepreneurship and Digital Transformation	

FIRST YEAR

English Composition 1	Psychology	World History	Mathematics 2	Business Statistics
Mathematics 1	Environmental Science	English Composition 2	Sociology	Public Speaking

SECOND YEAR

Financial Management	Organizational Behavior	Digital Business and Innovation	Digital Marketing and Communication	Innovation and Design Thinking
Marketing Management	Strategic Management	Digital Business Strategy	Business Analytics and Performance Measurement	Digital Entrepreneurship

THIRD YEAR

AI Applications	Cybersecurity and Risk Management	Digital Supply Chain Management	Data Mining, Coding, and Text Analytics	E-commerce and Digital Payments
AI for Business Innovation	Global Business	International Business Strategy	Business Performance Data Innovation	Blockchain and Cryptocurrencies

FOURTH YEAR

Digital Business in Emerging Markets	User Experience (UX) Design	Innovation and Entrepreneurship in Digital Business	International Business, Emerging Markets, and Risk Management	CAPSTONE: Final Project
Marketing and Communication on Social Media	Web Development and Design	Global Economy and Investment Market Trends	Cryptocurrency Business and Investment	

*Subject to change.