

Specializations  
for  
Executive / Bachelor  
of Business  
Administration  
EBBA & BBA

# Executive / Bachelor of Business Administration, EBBA & BBA.

## An overview

An EBBA specialization—also known as an "EBBA concentration"—can enhance your core EBBA education.

The courses presented in the EBBA offer specializations in:

### 1) Financial Markets

These courses give fundamental knowledge on the structure, function and role of the financial system in light of the complex web of links and interconnections with the banking sector. The courses will cover fixed income securities and markets, portfolio optimization and asset allocation, financial intermediaries, financial instruments and the different markets where credit institutions are active players.

Students in the **Financial Markets** specialization must complete three courses from the list below:

**MFS103 FIXED INCOME SECURITIES AND CREDIT MARKETS (4 ECTS)**

**MFS201 FINANCIAL MARKETS AND INSTITUTIONS. (4 ECTS)**

**MFS200 RISK MANAGEMENT IN FINANCIAL MARKETS (4 ECTS)**

**MFS301 CORPORATE INVESTMENT AND FINANCIAL POLICY (4 ECTS)**

### 2) Data Science and Artificial Intelligence

The Specialization in Data Science and AI offers everything a person needs to understand these two complementary disciplines. The courses cover all introductory concepts of Data Science and Artificial Intelligence helping firmly ground these specialized skills that organizations around the world are currently seeking. The courses include the understanding of data structure and data manipulation, the principles, algorithms, and applications of Machine Learning, how to apply Artificial Intelligence techniques for problem solving and understanding the fundamentals of Natural Language Processing.

Students in the **Data Science and Artificial Intelligence** specialization must complete three courses from the list below:

**MSDA100 DATA SCIENCE IN REAL LIFE (4 ECTS)**

**MSDA104 PYTHON FOR DATA SCIENCE (4 ECTS)**

**MSDA201 MACHINE LEARNING (4 ECTS)**

**MSDA300 INTRODUCTION TO AI (4 ECTS)**

### 3) Financial Technology and Blockchain

As an MBA specialization, Fintech and Blockchain is designed to give those new to the innovation, a better understand of the underpinnings of Blockchain Technology and the overlying applications to digital currency, supply-chain management, and multiple ecosystems. With direct scrutiny of the latest

disruptions in various sectors, the courses will provide students with a holistic knowledge of Fintech and Blockchain concepts, theories and models. The courses focus on their application to real world problems with tangible interaction and learning to the field of business.

Students in the **Financial Technology and Blockchain** specialization must complete **two** courses from the list below:

One courses from:

**BSDL100 BLOCKCHAIN TECHNOLOGY FUNDAMENTALS (10 ECTS)**

**BSDL101 INTRODUCTION TO DIGITAL CURRENCIES, ICOs & MARKETS (10 ECTS)**

One course selected from:

**BSDL102 CYBER SECURITY RISK & REGULATION (10 ECTS)**

**BSDL300 PRINCIPLES IN INNOVATION & DISRUPTION (10 ECTS)**

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