

Recommended Curriculum for Academic Year 2022/2023				
Business Administration and Management BSc				
Semester	Course-unit	Lecture	Practical class/seminar	Credit points
1.	Calculus for Business and Economics	2	2	7
1.	Informatics I.	0	2	3
1.	Microeconomics	2	0	3
1.	Basics of Law	2	0	3
1.	Principles of Marketing	2	0	3
1.	Management and Organization	2	0	3
1.	Social History	2	0	3
1.	Start My Brand	0	1	2
1.	University Seminar	0	2	0
1.	Frame of optional subjects			0
Totals for Semester 1				27
2.	Statistics	2	2	7
2.	Macroeconomics	2	2	7
2.	Informatics II.	0	2	3
2.	Business Economics	2	2	7
2.	Business Law	2	0	3
2.	Frame of elective subjects - Training (1)	0	1	2
2.	Frame of optional subjects			2
Totals for Semester 2				31
Semester 3 / Semester recommended for study abroad programmes				
3.	Business Statistics	2	2	6
3.	International Economics	2	2	7
3.	Finance I. (Introduction to Finance)	2	0	3
3.	Accounting I.	2	2	7
3.	Business Informatics	0	2	3
3.	Frame of elective subjects - Training (2)	0	1	2
3.	Frame of optional subjects			2
Totals for Semester 3				30
Semester 4 / Semester recommended for study abroad programmes				
4.	Finance II. (Corporate Finances)	2	2	7
4.	Accounting II.	2	2	7
4.	Strategic Planning	2	0	3
4.	Human Resources Management	2	0	3
4.	Introduction to e-business	2	0	3
4.	Logistics	2	0	3
4.	Introduction to EU integration	2	0	3
4.	MyBrand Portfolio	0	2	2
4.	Frame of optional subjects			0
Totals for Semester 4				31
5.	Decision Theory and Methodology (ERP Systems)	0	2	3
5.	Controlling	2	0	3
5.	Degree thesis forum	0	1	1
5.	Specialization-specific subjects	4	6	15
5.	Frame of elective subjects - Training (3)	0	1	2
5.	Frame of optional subjects			6
Totals for Semester 5				30

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Semester	Course-unit	Lecture	Practical class/seminar	Credit points
Financial Management specialization				
5.	Insurance	2	2	6
5.	Financial Planning	2	2	6
5.	International Financial Management	2	0	3
	Total			15
Global marketing specialization				
5.	International Business Culture	0	4	6
5.	Public Relations Theory and Practice	2	2	6
5.	Marketing in Global Environment	2	0	3
	Total			15
International Business specialization				
5.	Introduction to International Relations	2	2	6
5.	International Business Culture	0	4	6
5.	International Law	2	0	3
	Total			15
6.	Project Management	2	2	6
6.	Degree Research Methodology Forum	0	2	2
6.	Degree thesis consultation I.	0	2	3
6.	Specialization-specific subjects	5	4	15
6.	Frame of elective subjects - Training (4)	0	1	2
6.	Frame of optional subjects			0
Totals for Semester 6				28
Financial Management specialization				
6.	Capitalization in Finance	2	2	6
6.	Investments	2	2	6
6.	Financial Policies and Strategy	2	0	3
	Total			15
Global marketing specialization				
6.	Market Research	2	2	6
6.	Digital Marketing Solutions	2	2	6
6.	Case Studies in International Marketing	0	2	3
	Total			15
International Business specialization				
6.	Globalization and Regions in World Economics	2	0	3
6.	International Trade and Finance	2	0	3
6.	International Business Strategies and Competitiveness	2	0	3
6.	Public Diplomacy	2	2	6
	Total			15
7.	Degree thesis consultation II.	0	2	3
7.	Degree thesis	-	-	10
7.	Internship	0	35	20
Totals for Semester 7				33
Total				210