

Recommended Curriculum for Academic Year 2023/2024					
Business Administration and Management BSc					
Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
Calculus for Business and Economics	-	2	2	E + P	7
Informatics I.	-	0	2	P	3
Microeconomics	-	2	0	E	3
Basics of Law	-	2	0	E	3
Principles of Marketing	-	2	0	E	3
Management and Organization	-	2	0	E	3
Social History	-	2	0	E	3
Start My Brand	-	0	1	tr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
<b>Total</b>		<b>12,0</b>	<b>7,0</b>		<b>27</b>
Semester 2					
Statistics	Calculus for Business and Economics	2	2	E + P	7
Macroeconomics	-	2	2	E + P	7
Informatics II.	Informatics I.	0	2	P	3
Business Economics	Microeconomics	2	2	E + P	7
Business Law	Basics of Law	2	0	E	3
Frame of elective subjects - Training (1)	Start My Brand	0	1	tr	2
Frame of optional subjects		0,0	1,0		2
<b>Total</b>		<b>8,0</b>	<b>10,0</b>		<b>31</b>
Semester 3 / Semester recommended for study abroad programmes					
Business Statistics	Statistics	2	2	E+P	6
International Economics	Macroeconomics	2	2	E+P	7
Finance I. (Introduction to Finance)	-	2	0	E	3
Accounting I.	Business Economics	2	2	E + P	7
Business Informatics	Informatics II.	0	2	P	3

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<b>Semester 5</b>					
Decision Theory and Methodology (ERP Systems)	-	0	2	P	3
Controlling	-	2	0	E	3
Degree thesis forum	-	0	1	ws	1
Specialization-specific subjects		3,3	3,3		15
Frame of elective subjects - Training (3)	Start My Brand	0	1	tr	2
Frame of optional subjects		0,0	4,0		6
<b>Total</b>		<b>5,3</b>	<b>11,3</b>		<b>30</b>
<b>Financial Management specialization</b>					
Insurance	Finance I. (Introduction to Finance)	2	2	E+P	6
Financial Planning		2	2	E+P	6
International Financial Management		2	0	E	3
<b>Total (on average)</b>		<b>6,0</b>	<b>4,0</b>		<b>15</b>
<b>Global marketing specialization</b>					
International Business Culture	-	0	4	P	6
Public Relations Theory and Practice	-	2	2	E+P	6
Marketing in Global Environment	-	2	0	E	3
<b>Total (on average)</b>		<b>4,0</b>	<b>6,0</b>		<b>15</b>
<b>International Business specialization</b>					
Introduction to International Relations	-	2	2	E+P	6
International Business Culture	-	0	4	P	6
International Law	-	2	0	E	3
<b>Total (on average)</b>		<b>4,0</b>	<b>6,0</b>		<b>15</b>
<b>Semester 6</b>					
Project Management	-	2	2	E+P	6
Degree Research Methodology Forum	-	0	2	ws	2
Degree thesis consultation I.	Degree thesis forum	0	2	P	3
Specialization-specific subjects		3,3	3,3		15
Frame of elective subjects - Training (4)	Start My Brand	0	1	tr	2

Frame of optional subjects					0
<b>Total</b>		<b>5,3</b>	<b>10,3</b>		<b>28</b>
<b>Financial Management specialization</b>					
Capitalization in Finance	Finance II. (Corporate Finances)	2	2	E+P	6
Investments	Finance II. (Corporate Finances)	2	2	E + P	6
Financial Policies and Strategy	Finance II. (Corporate Finances)	2	0	E	3
<b>Total (on average)</b>		<b>6,0</b>	<b>4,0</b>		<b>15</b>
<b>Global marketing specialization</b>					
Market Research	Principles of Marketing	2	2	E + P	6
Digital Marketing Solutions	-	2	2	E+P	6
Case Studies in International Marketing		0	2	P	3
<b>Total (on average)</b>		<b>4,0</b>	<b>6,0</b>		<b>15</b>
<b>International Business specialization</b>					
Globalization and Regions in World Economics	International Economics	2	0	E	3
International Trade and Finance	Finance I. (Introduction to Finance) and International Economics	2	0	E	3
International Business Strategies and Competitiveness	International Economics	2	0	E	3
Public Diplomacy	-	2	2	E+P	6
<b>Total (on average)</b>		<b>8,0</b>	<b>2,0</b>		<b>15</b>
<b>Semester 7</b>					
Degree thesis consultation II.	Degree thesis consultation I.	0	2	P	3
Degree thesis	Degree thesis consultation I. and Degree thesis consultation II. (simultaneously)	-	-		10
Internship		0	35	P	20
<b>Total</b>		<b>0,0</b>	<b>37,0</b>		<b>33</b>
<b>Total</b>		<b>52,7</b>	<b>91,7</b>		<b>210</b>