

Recommended Curriculum for Academic Year 2023/2024					
Commerce and Marketing 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
Social Studies I.	-	2	0	E	3
Social Studies I. project	-	0	4	P	6
Principles of Marketing	-	2	0	E	3
Management and Organization	-	2	0	E	3
Start My Brand	-	0	1	tr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
Total		12,0	11,0		33
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
Total		8,0	9,0		29
Semester 3 / Semester recommended for study abroad programmes					
Business Statistics	Statistics	2	2	E+P	6
International Economics	Macroeconomics	2	0	E	3
Principles of Accounting	-	2	2	E + P	7
Finance I. (Introduction to Finance)	-	2	0	E	3
Commerce and Trade	-	2	0	E	3
Integrated Marketing Communications	Principles of Marketing	2	0	E	3

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Semester 5					
Branding in International Environment	Principles of Marketing	2	0	E	3
Degree thesis forum	-	0	1	ws	1
Specialization-specific subjects		4,0	6,0		15
Frame of elective subjects - Training (3)	Start My Brand	0	1	tr	2
Frame of optional subjects		2,0	4,0		7
Total		8,0	12,0		28
Global marketing specialization					
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
Total (on average)		4,0	6,0		15
Advertising and PR specialization					
Advertising and Media Planing	Principles of Marketing	2	2	E+P	6
Public Relations Theory and Practice	-	2	2	E+P	6
Content Marketing	-	0	2	P	3
Total (on average)		4,0	6,0		15
Semester 6					
Human Resources Management	Management and Organization	2	0	E	3
Degree Research Methodology Forum	-	0	2	ws	2
Degree thesis consultation I.	Degree thesis forum	0	2	P	3
Specialization-specific subjects		4,0	6,0		15
Frame of elective subjects - Training (4)	Start My Brand	0	1	tr	2

Frame of optional subjects		0,0	2,0		3
Total		6,0	13,0		28
Global marketing specialization					
Project Management	-	2	2	E+P	6
Digital Marketing Solutions	-	2	2	E+P	6
Case Studies in International Marketing		0	2	P	3
Total (on average)		4,0	6,0		15
Advertising and PR specialization					
Event Marketing	-	0	2	P	3
Case Studies in Advertising	Principles of Marketing	2	0	E	3
Digital Marketing Solutions	Principles of Marketing	2	2	E+P	6
Creative Marketing Project	-	0	2	P	3
Total (on average)		4,0	6,0		15
Semester 7					
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
Total		0,0	37,0		33
Total		60,0	93,0		210