

Recommended Curriculum for Academic Year 2024/2025					
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	fr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
Total		12,0	7,0		27
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	fr	2
Frame of optional subjects		0,0	1,0		2
Total		8,0	10,0		31
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

Semester 5					
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	
Frame of elective subjects - Training (3)	Start My Brand		0	1	tr 2
Frame of optional subjects			0,0	4,0	
Total			5,3	11,3	30
Financial Management specialization					
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
Total (on average)			6,0	4,0	15
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
International Business specialization					
Introduction to International Relations	-		2	2	E+P 6
International Business Culture	-		0	4	P 6
International Law	-		2	0	E 3
Total (on average)			4,0	6,0	15
Semester 6					
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	
Frame of elective subjects - Training (4)	Start My Brand		0	1	tr 2

Frame of optional subjects					0
	Total	5,3	10,3		28
Financial Management specialization					
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
Total (on average)		6,0	4,0		15
Global marketing specialization					
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
Total (on average)		4,0	6,0		15
International Business specialization					
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
Total (on average)		8,0	2,0		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	52,7	91,7		210