

Recommended Curriculum for Academic Year 2025/2026				
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
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	0	1	2
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	0	1	2
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
5.	Decision Theory and Methodology (ERP Systems)	0	2	3
5.	Controlling	2	0	3
5.	Degree thesis forum	0	1	1
5.	Frame of elective subjects - Training (3)	0	1	2
5.	Frame of optional subjects	0	4	6
	<i>Financial Management specialization</i>			
5.	<i>Insurance</i>	2	2	6
5.	<i>Financial Planning</i>	2	2	6
5.	<i>International Financial Management</i>	2	0	3
	<i>Global marketing specialization</i>			
5.	<i>International Business Culture</i>	0	4	6
5.	<i>Public Relations Theory and Practice</i>	2	2	6
5.	<i>Marketing in Global Environment</i>	2	0	3
	<i>International Business specialization</i>			
5.	<i>Introduction to International Relations</i>	2	2	6
5.	<i>International Business Culture</i>	0	4	6
5.	<i>International Law</i>	2	0	3
6.	Project Management	2	2	6
6.	Degree Research Methodology Forum	0	2	2
6.	Degree thesis consultation I.	0	2	3
6.	Frame of elective subjects - Training (4)	0	1	2
6.	Frame of optional subjects			0

	<i>Financial Management specialization</i>			
6.	<i>Capitalization in Finance</i>	2	2	6
6.	<i>Investments</i>	2	2	6
6.	<i>Financial Policies and Strategy</i>	2	0	3
	<i>Global marketing specialization</i>			
6.	<i>Market Research</i>	2	2	6
6.	<i>Digital Marketing Solutions</i>	2	2	6
6.	<i>Case Studies in International Marketing</i>	0	2	3
	<i>International Business specialization</i>			
6.	<i>Globalization and Regions in World Economics</i>	2	0	3
6.	<i>International Trade and Finance</i>	2	0	3
6.	<i>International Business Strategies and Competitiveness</i>	2	0	3
6.	<i>Public Diplomacy</i>	2	2	6
7.	<i>Degree thesis consultation II.</i>	0	2	3
7.	<i>Degree thesis</i>	-	-	10
7.	<i>Internship</i>	0	35	20
	Total			210