

Recommended Curriculum for Academic Year 2020/2021				
Business Administration and Management BSc 2020				
Semester	Course-unit	Lecture	Practical class/seminar	Creditpoints
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
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)			2
2.	Frame of optional subjects			2
Totals for Semester 2				31
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)			2
3.	Frame of optional subjects			2
Totals for Semester 3				30
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
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			15
5.	Frame of elective subjects - Training (3)			2
5.	Frame of optional subjects			6
Totals for Semester 5				30

	Financial Management specialization			
	Insurance	2	2	6
	Financial Planning	2	2	6
	International Financial Management	2	0	3
	Total			15
	Global marketing specialization			
	International Business Culture	0	4	6

	Public Relations Theory and Practice	2	2	6
	Marketing in Global Environment	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			15
6.	Frame of elective subjects - Training (4)			2
Totals for Semester 6				28
	Financial Management specialization			
	Capitalization in Finance	2	2	6

	Investments	2	2	6
	Financial Policies and Strategy	2	0	3
	Total			15
	Global marketing specialization			
	Market Research	2	2	6
	Digital Marketing Solutions	2	2	6
	Case Studies in International Marketing	0	2	3

	Total			15
7.	Degree thesis consultation II.	0	2	3
7.	Degree thesis	-	-	0
7.	Internship	0	35	30
Totals for Semester 7				33
Total				210