

FACULTY: Faculty of Arts and Social Sciences
 MAJOR: Management and Leadership
 PROGRAM: International Business Management
 PROFILE: General Academic
 DEGREE: Bachelor
 MODE: Weekday studies
 RECRUITMENT: Year 2019/2020

SEMESTER 1

No	Course title	Course form	Hours	ECTS	Form of credit
			Hours count	credits	
1	Principles of Management 1 : Introduction	workshop	30	3	Credit with grade
2	Business English: Vocabulary 1	workshop	30	3	Credit with grade
3	English: Grammar and Writing in Business Context 1	workshop	30	3	Credit with grade
4	English: Speaking and Presenting in Professional Context 1	workshop	30	3	Credit with grade
5	Entrepreneurship 1: Business Leaders Presentations	workshop	30	3	Credit with grade
6	Information Technology	workshop	30	3	Credit with grade
7	Market Research 1	workshop	30	3	Credit with grade
8	International Business: The Challenges of Globalization	workshop	30	3	Credit with grade
9	Foundations of Human Resources	workshop	30	3	Credit with grade
10	Organizational Behavior 1: Self- Management	workshop	30	3	Credit with grade
Number of hours and ECTS			300	30	

SEMESTER 2

No	Course title	Course form	Hours	ECTS	Form of credit
			Hours count	credits	
1	Principles of Management 2: Business Organizations	workshop	30	3	Credit with grade
2	Business Economics 1: Introduction	workshop	30	3	Credit with grade
3	Organizational Behavior 2: Relations in Organizations	workshop	30	3	Credit with grade
4	Introduction to International Politics	lecture	30	3	Credit with grade
5	Business English: Vocabulary 2	workshop	30	3	Credit with grade
6	English: Speaking and Presenting in Professional Context 2	workshop	30	3	Credit with grade
7	English: Grammar and Writing in Business Context 2	workshop	30	3	Credit with grade
8	Entrepreneurship 2: How to Set up a Company	workshop	30	3	Credit with grade
9	Strategic and Brand Management	workshop	30	3	Credit with grade
10	Social entrepreneurship and innovation	workshop	30	3	Credit with grade
Number of hours and ECTS			300	30	

SEMESTER 3					
No	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
1	Principles of Managerial Accounting	lecture	30	6	Credit with grade
2	Principles of Investment	lecture	30	3	Credit with grade
3	Statistics 1	workshop	30	3	Credit with grade
4	Market Research 2	workshop	30	3	Credit with grade
5	Business English 1	workshop	30	3	Credit with grade
6	Political Economy	lecture	30	3	Credit with grade
7	Political Economy	workshop	30	3	Credit with grade
8	Planning, Budgeting and Allocation of Recourses	lecture	30	3	Credit with grade
9	Advanced Business Development	workshop	30	3	Credit with grade
10	Physical education 1	class	30	0	Credit without grade
Number of hours and ECTS			300	30	

SEMESTER 4					
No	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
1	Cultural Economics	workshop	30	3	Credit with grade
2	Principles of Marketing	lecture	30	3	Credit with grade
3	Main Financial Documents	lecture	30	3	Credit with grade
4	Business Economics 2	lecture	20	3	Credit with grade
5	Law in Business	workshop	30	3	Credit with grade
6	Business English 2	workshop	30	3	Credit with grade
7	Statistics 2	workshop	30	3	Credit with grade
8	Money, Financial Instruments, and Taxation	workshop	30	3	Credit with grade
9	Resolving Conflicts and Disputes	workshop	20	3	Credit with grade
10	Leadership and Communication	workshop	20	3	Credit with grade
11	Physical education 2	class	30	0	Credit without grade
Number of hours and ECTS			300	30	

SEMESTER 5					
No	Course title	Course form	Hours	ECTS	Form of credit
			Hours count	credits	
1	BA seminar 1*	seminar	20	6	Credit with grade
2	Specialization seminar 1	seminar	20	6	Credit with grade
3	Academic Writing 1	workshop	20	3	Credit with grade
4	Economic Freedom and Prosperity of Nations	lecture	30	3	Credit with grade
Track (realization of one selected track): International Business Relations					
5	The State and State Institutions and Their Relations with Business	seminar	30	3	Credit with grade
6	Cultural Differences in Business Context	seminar	30	3	Credit with grade
7	Political Development and Transition	seminar	30	3	Credit with grade
8	Advocacy and Government Relations	seminar	30	3	Credit with grade
Track (realization of one selected track): Doing Business					
5	Establishing a Company, Preparing a Business Plan	seminar	40	4	Credit with grade
6	Business and Cultural Environment	seminar	40	4	Credit with grade
7	Institutional and Legal Conditions for Business	seminar	40	4	Credit with grade
Track (realization of one selected track): Marketing Management					
5	Marketing: Guiding Principles	seminar	30	3	Credit with grade
6	Market Analysis	seminar	30	3	Credit with grade
7	PR, Promotion, Advertising	seminar	30	3	Credit with grade
8	Integrated Marketing Communications	seminar	30	3	Credit with grade
Number of hours and ECTS			210	30	

SEMESTER 6					
No	Course title	Course form	Hours	ECTS	Form of credit
			Hours count	credits	
1	BA seminar 2*	seminar	20	6	Credit with grade
2	Specialization Seminar 2	seminar	20	6	Credit with grade
3	Academic Writing 2	workshop	20	3	Credit with grade
4	Skills for Managers: Negotiations, Conducting Meetings and Career Development	workshop	30	3	Credit with grade
Track (realization of one selected track): International Business Relations					
5	International Relations	seminar	30	3	Credit with grade
6	European Integration	seminar	30	3	Credit with grade
7	Current Global Problems and Their Impact on Business	seminar	30	3	Credit with grade
8	Multinational Corporations in Global Politics and Economy	seminar	30	3	Credit with grade
Track (realization of one selected track): Doing Business					
5	Human Resource Management	seminar	30	3	Credit with grade
6	Small Business Marketing	seminar	30	3	Credit with grade
7	Managing Employee Well-Being	seminar	30	3	Credit with grade
8	Public Performance and Personal Branding	seminar	30	3	Credit with grade
Track (realization of one selected track): Marketing Management					
5	Social Media in Marketing Management	seminar	30	3	Credit with grade
6	Brand Management/Brand Audit	seminar	30	3	Credit with grade
7	Marketing Strategy	workshop	30	3	Credit with grade
8	The Best and the Worst Marketing Campaigns	workshop	30	3	Credit with grade
Number of hours and ECTS			210	30	

		Hours	ECTS
		Hours count	credits
Total		1620	180

Additional information

* The graduating student is obliged to take the final examination.