

BA in Commerce and Marketing
Curriculum (from the academic year 2022-2023)
full time programme

Semester	Subject	Contact hours per semester	Theoretical	Practical	Credit	Assessment methods	Pre-requisites	Type of Subject	Category of requirements
			weekly contact hours						
1	Mathematics I	45	1	2	6	exam mark		mandatory	EMB
	Informatics I	30	0	2	4	term mark		mandatory	EMB
	Economics I.	45	1	2	6	exam mark		mandatory	EMB
	Study and Research Methodology	30	0	2	3	term mark		mandatory	EMB
	Law	30	1	1	3	exam mark		mandatory	SS
	Economic Psychology	30	1	1	3	exam mark		mandatory	SS
	<i>Optional course units (1 subject)</i>	30	0	1	3	term mark		optional	O
	EU Civilization								
In total		240	4	11	28				
2	Mathematics II	45	1	2	6	exam mark	Mathematics I	mandatory	EMB
	Economics II	45	1	2	6	exam mark		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	6	exam mark		mandatory	EMB
	Business Communication	30	1	1	3	term mark		mandatory	EMB
	Accounting	45	1	2	5	term mark		mandatory	EMB
	Management	30	1	1	4	exam mark		mandatory	EMB
	<i>Optional course units (1 subject)</i>	30	0	1	3	term mark		optional	O
	EU Civilization II								
In total		270	7	10	33				
3	International Economics	30	1	1	5	exam mark		mandatory	EMB
	Marketing	45	2	1	6	exam mark		mandatory	EMB
	Finance	45	2	1	6	exam mark		mandatory	EMB
	Statistics	45	1	2	6	term mark	Mathematics II.	mandatory	EMB
	Sociology	30	1	1	3	term mark		mandatory	EMB
	Business English I.	45	0	3	3	term mark		mandatory	EMB
	PE	30	0	2	0	signature		critierion	EMB
	<i>Optional course units (1 subject)</i>	30	0	2	3	term mark		optional	EMB
Presentations Skills									
In total		300	7	13	32				
4	Marketing Management	45	1	2	5	exam mark	Fundamentals of Marketing	mandatory	PS
	EU Integration	30	1	1	3	term mark		mandatory	SS
	Marketing Reasearch Methodology	45	1	2	4	term mark	Marketing	mandatory	PS
	Environmental Economics	45	1	2	5	term mark	Statistics I	mandatory	EMB
	Corporate Finance	45	1	2	6	exam mark	Finance	mandatory	PS
	Economic History and Economic Philosophy	30	1	1	3	term mark		mandatory	SS
	Business English II.	45	0	3	3	term mark		mandatory	PS
	<i>Optional course units (1 subject)</i>								
Negotiaton Skills	30	0	1	3	term mark		optional	O	
In total		315	6	14	32				
	Logistics	30	1	1	4	term mark		mandatory	PS
	Marketing Communication and Media Studies	45	1	2	3	exam mark		mandatory	PS
	Consumer Behaviour	45	2	1	3	eterm mark		mandatory	PS
	Organizational Behaviour	30	1	1	3	exam mark		mandatory	PS
	International Transactions and Commercial Techniques	30	0	2	3	term mark		mandatory	PS

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5	<i>Elective course units (1 subject)</i>	30	1	1	4	term mark		elective	PS
	<i>Data Driven Marketing</i>								
	<i>Commercial law</i>								
	Business Administration Specialization						Minimum 100 credits		
	Human Resources Mangement	30	1	1	5	term mark		mandatory	PS
Innovation Management	30	0	2	5	term mark		mandatory	PS	
	In total	270	7	11	30				
6	Project Work	30	0	2	4	term mark		mandatory	PS
	Corporate Governance	30	0	2	3	term mark		mandatory	PS
	Commercial Marketing	45	1	2	3	exam mark		mandatory	PS
	Commercial Economics	45	1	2	5	exammark	Statistics	mandatory	PS
	Business Administration Specialization						Minimum 100 credits		
	Business Case Studies	30	1	1	5	exam mark		mandatory	PS
Qualitative Research	30	1	1	5	exam mark		mandatory	PS	
	In total	210	4	10	25				
7	Theisi Consultation	15	0	1	0	signature	Minimum 180 credits	criterion	T.
	Thesis	0	0	0	10	term mark	Minimum 180 credits	mandatory	T.
	Internship	400	0	0	20	term mark	Minimum 180 credits	mandatory	T.
	In total	415	0	1	30				