



Bachelor's degree study programme: Business Administration Faculty of Economics and Management

Curriculum

| No. | Study course | Course code | ECTS Credits |
|------------------------------|--|---------------|--------------|
| I Year, I Semester | | | |
| 1. | Microeconomics | EKO 1004 | 6 |
| 2. | Introduction to Management | VADN1004 | 4 |
| 3. | Elective course (1) (6 ECTS) | | |
| | Mathematics | MAT1001 | 6 |
| | Organizational Communication | VAD1006 | 6 |
| 4.-6. | Subjects from Groups A & B | | 12 |
| | | Total: | 28 |
| II Semester | | | |
| 1. | Theories of Economic and Management | VAD 1005 | 4 |
| 2. | Macroeconomics | EKO 1005 | 6 |
| 3. | Professional Language | MAV 1004 | 4 |
| 4.-6. | Subjects from Groups A & B | | 18 |
| | | Total: | 32 |
| II Year, III Semester | | | |
| 1. | Introduction to Finance | EKO 2003 | 6 |
| 2. | Introduction Practice | VAD2009 | 6 |
| 3. | Managerial Decision Making | VAD 2002 | 6 |
| 4. | Principles of Marketing | MAV1002 | 4 |
| 5.-6. | Subjects from Groups A & B | | 8 |
| | | Total: | 30 |
| IV Semester | | | |
| 1. | Organizational Behaviour | VAD2010 | 4 |
| 2. | International Economics | EKO2004 | 4 |
| 3. | Business administration term paper No. 1 | VAD2011 | 4 |
| 4. | Elective course (1) | | |
| | EU Financial System | FIN1001 | 6 |
| | Integration Economics | EKO3009 | 6 |
| | Visual Communication in Marketing | MAV4009 | 6 |
| 5.-6. | Subjects from Groups A & B | | 12 |



| | | | |
|------------------------------|---|---------------|------------|
| | | Total: | 30 |
| III Year, V Semester | | | |
| 1. | Social and Marketing Research | MAV 3001 | 6 |
| 2. | Small Business Management and Marketing | MAV4002 | 6 |
| 3. | Entrepreneurship | VAD 4016 | 6 |
| 4. | Leadership | VAD3020 | 4 |
| 5. | Elective course (1) | | |
| | Managerial Economics | EKO4004 | 6 |
| | Brand Management | MAV4003 | 6 |
| | | Total: | 28 |
| VI Semester | | | |
| 1. | Management Information Systems | INF 2009 | 6 |
| 2. | Human Resource Management | VAD 3022 | 6 |
| 3. | Financial Accounting and Reporting | FIN2002 | 6 |
| 4. | Business Law | TEIN3001 | 4 |
| 5. | Business administration term paper No. 2 | VAD3021 | 4 |
| 6. | Elective course (1) | | |
| | Taxes and Taxation | FIN3005 | 6 |
| | Business to Business Marketing | MAV4001 | 6 |
| | | Total: | 32 |
| IV Year, VII Semester | | | |
| 1. | Business ethics and social responsibility | VAD4019 | 4 |
| 2. | Quality Management Systems | VAD 3007 | 6 |
| 3. | Operations Management | VAD 4001 | 6 |
| 4. | Competitiveness and Innovations | VAD4015 | 6 |
| 5. | Elective course (1) | | |
| | Digital Marketing | MAV2003 | 6 |
| | Performance Measurement Systems | VAD4020 | 6 |
| | | Total: | 28 |
| VIII Semester | | | |
| 1. | Qualification Practice in Business Administration | VADN4021 | 11 |
| 2. | Strategic Management | VAD 4005 | 6 |
| 3. | Bachelor's Thesis in Business Administration | | 15 |
| | | Total: | 32 |
| | Total for the Programme: | | 240 |