



CURRICULUM OF STUDY PROGRAMME

**UNDERGRADUATE COURSE 3+2
ACADEMIC YEAR: 2021 - 2022**

**FACULTY OF BUSINESS
ECONOMICS**

Study program: ENTREPRENEURIAL MANAGEMENT

Moduls: Entrepreneurship and management (3+2)

Marketing management (4+1)

Digital economy (4+1)

Modul: ENTREPRENEURSHIP AND MANAGEMENT

Knowledge that the graduate student acquires: knowledge of basic economic disciplines, business planning, organization, operations management, marketing, managing company departments, business control, business decision making, pricing, foreign trade business, starting and developing your own small business, project management, human resources, business forecasting, strategic management, basics of e-business and digital marketing, investment management.

Competency that student gain - jobs that the graduate student can perform: starting and developing an entrepreneurial idea, managing processes in production, trade and service activities at the executive and management levels, assortment planning, small and medium sized business, business planning and organization, management of departments in manufacturing and service activities, banks, educational institutions, public sector, non-profit organizations, operational affairs of all business functions..

After completing study program 3 + 2 students gain the following title:
Bachelor Economics (6 semesters – 180 ECTS)

- For study program Entrepreneurial Management –Bachelor of Economics

The award of academic titles and diplomas is regulated by the Regulation on assignment academic titles and diplomas of the University.

MODUL: ENTREPRENEURSHIP AND MANAGEMENT

FIRST YEAR

I SEMESTER

| No. | Name of the subject | ECTS |
|------------|--|-------------|
| 1. | INTRODUCTION TO ECONOMICS | 6 |
| 2. | SOCIOLOGY | 5 |
| 3. | MATHEMATICS/ MATHEMATICS FOR ECONOMISTS | 7 |
| 4. | STATISTICS | 7 |
| 5. | BUSINESS ENGLISH I | 5 |
| | TOTAL | 30 |

II SEMESTER

| No. | Name of the subject | ECTS |
|------------|-----------------------------|-------------|
| 1. | MARKETING | 8 |
| 2. | MANAGEMENT | 8 |
| 3. | BUSINESS INFORMATICS | 8 |
| 4. | BUSINESS ENGLISH II | 6 |
| | TOTAL | 30 |

MODUL: ENTREPRENEURSHIP AND MANAGEMENT**SECOND YEAR****III SEMESTER**

| No. | Name of the subject | ECTS |
|-----|------------------------------|------|
| 1. | MICRECONOMICS | 6 |
| 2. | MONETARY AND PUBLIC FINANCES | 7 |
| 3. | ACCOUNTING | 7 |
| 4. | BUSINESS LAW | 5 |
| 5. | ORGANIZATION | 5 |
| | TOTAL | 30 |

IV SEMESTER

| No. | Name of the subject | ECTS |
|-----|----------------------------------|------|
| 1. | MACROECONOMICS | 6 |
| 2. | ECONOMIC DEVELOPMENT AND ECOLOGY | 6 |
| 3. | FINANCIAL MANAGEMENT | 6 |
| 4. | ENTREPRENEURSHIP | 6 |
| 5. | INTERNATIONAL ECONOMICS | 6 |
| | TOTAL | 30 |

MODUL: ENTREPRENEURSHIP AND MANAGEMENT**THIRD YEAR****V SEMESTER**

| No. | Name of the subject | ECTS |
|-----|-----------------------------------|------|
| 1. | HUMAN RESOURCE MANAGEMENT | 7 |
| 2. | MACROSYSTEM OF EU | 8 |
| 3. | BUSINESS DECISION MAKING | 7 |
| 4. | QUANTITATIVE METHODS IN ECONOMICS | 8 |
| | TOTAL | 30 |

VI SEMESTER

| No. | Name of the subject | ECTS |
|------------|----------------------------|-------------|
| 1. | FERIAL PRACTICE | 6 |
| 2. | MARKETING RESEARCH | 7 |
| 3. | ELECTIVE SUBJECT | 5 |
| 4. | ELECTIVE SUBJECT | 5 |
| 5. | FINAL THESIS | 7 |
| | TOTAL | 30 |

ELECTIVE SUBJECTS FOR VI SEMESTER

| | Name of the subject | ECTS |
|-----------|---|-------------|
| 1. | DIGITAL MEDIA | 5 |
| 2. | ENTREPRENEURSHIP IN E- BUSINESS | 5 |
| 3. | MARKETING OF NON-PROFIT ORGANIZATIONS | 5 |
| 4. | MANAGEMENT OF BUSINESS INFORMATION SYSTEMS | 5 |
| 5. | BUSINESS ETHICS | 5 |
| 6. | LEADERSHIP | 5 |
| 7. | QUALITY PLANNING AND ANALYSIS | 5 |
| 8. | STRATEGIC MANAGEMENT IN TOURISM | 5 |
| 9. | BUSINESS FORECASTING | 5 |