

COURSE CATALOG – BUSINESS AND MANAGEMENT

Type of Study: Undergraduate professional study

Semesters: 6

ECTS: 180

	Code	Course	Student workload (L + S + T)	ECTS credits
1st Semester (Winter)		Fundamentals of Economy	30+0+30	5
		Mathematics	30+0+45	5
		Informatics	30+0+30	4
		General English	15+0+30	4
		Methodology of Writing and Presentation	15+30+0	4
		Entrepreneurship	30+15+15	4
		Business and Media Ethics	30+0+30	4
2nd Semester (Summer)		Macroeconomics	30+0+30	4
		Financial Institutions and Markets	30+30+0	4
		Statistics	30+0+45	5
		Fundamentals of Management	30+0+30	4
		Commercial Law	30+30+0	5
		Business English I	15+30+0	4
		Business Psychology and Managerial Skills	30+0+30	4
3rd Semester (Winter)		Microeconomics	30+0+30	5
		Business Communication	30+30+0	4
		Organization and Organizational Behavior	30+15+15	4
		Introduction to Marketing	30+0+30	4
		Business English II	15+30+0	4
		Introduction to Media	30+0+30	5
		Elective Course	15+0+30	4
4th Semester (Summer)		Business and Management in Media	30+15+15	5
		Accounting	30+0+30	5
		Corporative Communication	30+15+15	4
		Market Research	30+0+15	4
		Human Resource Management	30+15+15	4
		Entertainment Industry Management	15+0+30	4
		Elective Course	15+0+30	4
5th Semester (Winter)		Management	30+0+30	5
		Business Information Systems	30+0+15	4
		Business Finances and Financial Management	30+0+30	4
		Marketing Strategies	15+15+15	4
		Promotion	30+15+15	4
		Media Industries in EU	30+0+30	5
		Elective Course	15+0+30	4
6th Semester (Summer)		Controlling	30+15+15	4
		Quality Management	30+0+30	4
		Professional Training	0+30+180	7
		Final Year Project		15
Elective Courses		Module 1 – Media and Media Industries		
		Media Audience	15+0+30	4
		Introduction to Printing	15+0+30	4
		Introduction to Radio and Television	15+0+30	4
		Module 2 – Engineering Management		
		Production Organization	15+0+30	4
		Business Processes and Process Orientation	15+0+30	4
		Innovation Management	15+0+30	4
	Module 3 – Managerial Environment			

	Quality Infrastructure	15+0+30	4
	EU Markets and Institutions	15+0+30	4
	Corporate Social Responsibility	15+0+30	4
	Module 4 – Entrepreneurial Environment		
	Craft, Cooperative and Family Farming Management	15+0+30	4
	Entrepreneurial Infrastructure and EU Funds	15+0+30	4
	Entrepreneurial Cooperation and Networking	15+0+30	4