

## COURSE CATALOG – BUSINESS AND MANAGEMENT IN MEDIA

Type of Study: Undergraduate professional study

Semesters: 6

ECTS: 180

	Code	Course	Student workload (L + S + T)	ECTS credits
1st semester (Winter)	121039	Informatics*	30 0 30	4.0
	96668	Communication*	30 30 0	4.0
	121042	Fundamentals of Economy	30 30 0	5.0
	121041	Fundamentals of Management	30 30 0	4.0
	121040	History of Journalism	30 30 0	4.0
	121038	Introduction to Media*	45 30 0	5.0
	<b>133589</b>	<b>General English*</b>	<b>15 30 0</b>	<b>4.0</b>
2nd semester (Summer)	121046	Microeconomics*	30 30 0	5.0
	121049	Organization and Organizational Behavior *	30 30 0	4.0
	121048	Business and Management in Media	30 30 0	5.0
	121047	Political Terms an Ideologies*	15 15 0	4.0
	96674	Business Information Systems *	30 15 0	4.0
	121045	History of the 20 <sup>th</sup> Century	30 30 0	4.0
	<b>133591</b>	<b>Media English*</b>	<b>15 30 0</b>	<b>4.0</b>
3rd semester (Winter)	96893	Macroeconomics*	30 30 0	4.0
	96896	Management*	30 30 0	5.0
	96895	Public Opinion*	30 30 0	4.0
	96905	EU Media Industry	30 30 0	5.0
	96892	Business and Media Ethics*	30 30 0	4.0
	96906	Media Research	30 0 15	4.0
	<b>96897</b>	<b>Introduction to Printing</b>	<b>30 15 0</b>	<b>4.0</b>
	<b>96898</b>	<b>Introduction to Radio and Television*</b>	<b>30 15 0</b>	<b>4.0</b>
4th semester (Summer)	96902	Business Statistics	30 30 0	4.0
	121071	Media Literacy and Mass Communication	30 30 0	5.0
	96909	Accounting*	30 30 0	5.0
	96899	Entrepreneurship*	30 30 0	4.0
	96903	Corporative Communications*	30 30 0	4.0
	96907	Quality Control*	30 30 0	4.0
	<b>96904</b>	<b>Culture, Style, Life, Gender*</b>	<b>30 30 0</b>	<b>4.0</b>
	<b>96901</b>	<b>Infotainment and New Trends in Media*</b>	<b>30 30 0</b>	<b>4.0</b>
5th semester (Winter)	130310	Media Audience	30 0 15	5.0
	96910	Media Law	30 0 15	5.0
	96917	Advertising Campaigns and Sponsorship	30 0 30	4.0
	130311	Business Psychology and Communicating in Media*	30 0 15	4.0
	130308	Business Finances and Financial Management	30 0 30	4.0
	130309	Introduction to Marketing*	30 0 30	4.0
	<b>130312</b>	<b>International Relations, EU Institutions and Global Policy*</b>	<b>30 0 15</b>	<b>4.0</b>
	<b>133691</b>	<b>Social Philosophy</b>	<b>30 0 15</b>	<b>4.0</b>
6th semester (Summer)	96920	Marketing Strategies*	15 0 30	4.0
	130313	Professional Training	0 0 0	7.0
	96925	Controlling Industries of Entertainment Media*	15 0 30	4.0
	130314	Final Year Project	0 0 0	15.0

L - LECTURES, S - SEMINARS, T – TUTORIALS

*Elective courses in italic*

**\* Courses available in English**