

COURSE CATALOG – BUSINESS AND MANAGEMENT

Type of Study: Undergraduate professional study

Semesters: 6

ECTS: 180

	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