



**LEADERSHIP and INNOVATION**  
Education | Research | Training | Consulting | Certification

## **BSc MANAGEMENT, BUSINESS AND ECONOMICS – PRIZREN**

### **Orientations:**

Finance, Banking and Insurance  
Marketing and Sales  
Management, Entrepreneurship and Innovation

<b>YEAR ONE: 60 ECTS</b>						
<b>SEMESTER 1:30 ECTS</b>						
<b>No</b>	<b>Type</b>	<b>Subject</b>	<b>Hours per week</b>			<b>Code</b>
			<b>L</b>	<b>E</b>	<b>ECTS</b>	
1	O	English	2	0	3	10ENG120
2	O	Personal Productivity with IT	2	0	3	10PPIT122
3	O	Mathematics	2	2	6	10MTH121
4	O	Introduction to Macroeconomics	2	2	6	10MAC123
5	O	Introduction to Financial Accounting	2	2	6	10IFA124
6	O	Introduction to Management	2	0	6	10IM125
<b>SEMESTER 2: 30 ECTS</b>						
7	O	Managerial and Cost Accounting	2	2	6	10MCA151
8	O	Academic Writing	2	0	3	10AW152
9	O	Statistical Methods for Business I	2	2	6	10SMBI153
10	O	Introduction to Microeconomics	2	2	6	10MIC154
11	O	Public Speaking and Business Communication in English	2	0	3	10PSBCE155
12	O	Marketing	2	0	6	10MAR156
<b>YEAR TWO: 60 ECTS</b>						
<b>SEMESTER 3: 30 ECTS</b>						
13	O	Managerial Finance	2	2	6	10FM201
14	O	Statistical Methods for Business II	2	2	6	10SMBII202
15	O	Operations Management	2	2	6	10OM203
16	O	Business Law	2	0	6	10BL204
17	O	Organisational Behaviour and Leadership	2	0	3	10OBL205

18	O	International Trade	2	0	3	10ITR206
SEMESTER 4: 30 ECTS						
19	O	International Accounting Standards and Reporting	2	2	6	10IASR251
20	O	Introduction to Human Resources	2	0	6	10IHR252
21	O	Research Methods	2	2	6	10RM253
22	O	Strategic Management and Innovation	2	1	6	10SMI254
23	O	Management Information Systems	2	2	6	10MIS255
YEAR THREE: 60 ECTS						
SEMESTER 5: 30 ECTS						
24	O	Elective course			6	
	O	Courses from the following areas			24	
In the fifth semester, students must choose one orientation:						
A	Finance, Banking and Insurance					
B	Marketing and Sales					
C	Management, Entrepreneurship and Innovation					
ORIENTATION FINANCE, BANKING AND INSURANCE						
No	Type	Subject	L	E	ECTS	Code
25	O	Investment and Financial Analysis	2	1	6	10IFA301
26	O	Banking Management	2	1	6	10BM302
27	O	Financial Institutions and Capital Markets	2	1	6	10FICM303
28	O	Insurance and Risk Management	2	1	6	10IRM304
ORIENTATION MARKETING AND SALES						
No	Type	Subject	L	E	ECTS	Code
25	O	Consumer Behaviour	2	1	6	10CB331
26	O	Marketing and Sales Management	2	1	6	10MSM330
27	O	Brand and Product Management	2	1	6	10BPM332
28	O	Digital Marketing	2	1	6	10DM333
ORIENTATION MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						
No	Type	Subject	L	E	ECTS	Code
25	O	Contemporary	2	1	6	10CM320

		Management				
26	O	SME Management	2	1	6	10SMEM321
27	O	Entrepreneurship and Innovation Management	2	1	6	10EIM322
28	O	Opportunity Development and Business Planning	2	1	6	10ODBP323
<b>SEMESTER 6: 30 ECTS</b>						
29	O	Seminar	2		3	10SEM351
30	O	Project or Internship program (Applicable for study concentration)	2		6	10PRO352
31	O	Project Management	2	0	6	10PM350
32	O	Bachelor Thesis			15	10BTH353