



BSc MANAGEMENT, BUSINESS AND ECONOMICS – PRIZREN

Orientations:

Management, Entrepreneurship and Innovation
Marketing and Sales
Accounting, Auditing and Taxation
Finance, Banking and Insurance

YEAR ONE: 60 ECTS							
SEMESTER 1: 30 ECTS							
					Hours	per	
					week		
No	Type	Subject	L	P	ECTS	CODE	
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	Macroeconomics	2	2	6	10MAC126	
5	O	Introduction to Financial Accounting	2	2	6	10IFA124	
6	O	Management	2	0	6	10MNG127	
SEMESTER 2: 30 ECTS							
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	Microeconomics	2	2	6	10MIC158	
11	O	Public Speaking and Business Communication in English	2	0	3	10PSBCE155	
12	O	Marketing	2	0	6	10MAR156	
YEAR TWO: 60 ECTS							
SEMESTER 3: 30 ECTS							
13	O	Financial Management	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	Organizational 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	Human Resources Management	2	0	6	10HR256
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 courses ²			6	
	O	Major (Orientation)			24	
MAJOR – Orientations						
In the third semester students will have to pick one of the areas of orientation						
A	Management, Entrepreneurship and Innovation					
B	Marketing and Sales					
D	Accounting, Auditing and Taxation					
E	Finance, Banking and Insurance					
ORIENTATION (1): MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						
No	Subject	L	U	ECTS	Code	
25	Contemporary Management	2	1	6	10CM320	
26	SME Management	2	1	6	10SMEM425	
27	Entrepreneurship and Innovation Management	2	1	6	10EIM322	
28	Opportunity Development and Business Planning	2	1	6	10ODBP323	
ORIENTATION (2): MARKETING AND SALES						
No	Subject	L	P	ECTS	Code	
25	Marketing and Sales Management	2	1	6	10MSM330	
26	Consumer Behavior	2	1	6	10CB331	
27	Brand and Product Management	2	1	6	10BPM332	
28	Digital Marketing	2	1	6	10DM333	
ORIENTATION (3) - ACCOUNTING, AUDITING AND TAXATION						
No	Subject	L	P	ECTS	Code	
25	Advanced Financial Accounting	2	1	6	10AFA314	
26	Tax Accounting	2	1	6	10TA310	
27	Auditing	2	1	6	10AC421	
28	Fiscal Policies and Taxation	2	1	6	10FPT312	

² For elective courses, 6 ECTS must be chosen from an orientation different from the orientation chosen for study by the student, from the list of elective courses or from a different study program.

ORIENTATION (4) - FINANCE, BANKING AND INSURANCE					
No	Subject	L	P	ECTS	Code
25	Investments	2	1	6	10INV303
26	Banking Management	2	1	6	10BM302
27	Financial Institutions and Capital Markets	2	1	6	10FICM418
28	Insurance and Risk Management	2	1	6	10IRM419
SEMESTER 6: 30 ECTS					
29	O Seminar	2	0	3	10SEM351
30	O - Project or - Internship program (Applicable for study orientation)	2	0	6	10PRO351 10INT355
31	O Project Management	2	0	6	10PM350
32	O Bachelor Thesis			15	

LIST OF ELECTIVE COURSES						
No	Type	Subject	L	P	ECTS	CODE
1	E	Data Science (In Albanian Language and in English)	1	1	3	10DS390
2	E	Decision Making Theory (In Albanian Language and in English)	2	0	3	10DMT391
3	E	Business Ethics (In Albanian Language and in English)	2	0	3	10BE392
4	E	Financial Analysis (In Albanian Language and in English)	2	0	3	10FA393