



## BSc MANAGEMENT, BUSINESS AND ECONOMICS – FERIZAJ

### Orientations:

Management, Entrepreneurship and Innovation  
Marketing and Sales  
International Business  
Accounting, Auditing and Taxation

<b>YEAR ONE: 60 ECTS</b>						
<b>SEMESTER 1:30 ECTS</b>						
			Hours per week			
No	Type	Subject	L	P	ECTS	CODE
1	O	English	2	0	3	
2	O	Personal Productivity with IT	2	0	3	
3	O	Mathematics	2	2	6	
4	O	Introduction to Macroeconomics	2	2	6	
5	O	Introduction to Financial Accounting	2	2	6	
6	O	Introduction to Management	2	0	6	
<b>SEMESTER 2 : 30 ECTS</b>						
7	O	Managerial and Cost Accounting	2	2	6	
8	O	Academic Writing	2	0	3	
9	O	Statistical Methods for Business I	2	2	6	
10	O	Introduction to Microeconomics	2	2	6	
11	O	Public Speaking and Business Communication in English	2	0	3	
12	O	Marketing	2	0	6	
<b>YEAR TWO: 60 ECTS</b>						
<b>SEMESTER 3: 30 ECTS</b>						
13	O	Financial Management	2	2	6	
14	O	Statistical Methods for Business II	2	2	6	
15	O	Operations Management	2	2	6	

16	O	Business Law	2	0	6	
17	O	Organizational Behaviour and Leadership	2	0	3	
18	O	International Trade	2	0	3	
<b>SEMESTER 4 : 30 ECTS</b>						
19	O	International Accounting Standards and Reporting	2	2	6	
20	O	Introduction to Human Resources	2	0	6	
21	O	Research Methods	2	2	6	
22	O	Strategic Management and Innovation	2	1	6	
23	O	Management Information Systems	2	2	6	
<b>YEAR THREE: 60 ECTS</b>						
<b>SEMESTER 5 : 30 ECTS</b>						
24	O	Elective course <sup>2</sup>			6	
25	O	Major (Orientation)			24	
<b>In the fifth semester, students must choose one orientation (24 ECTS):</b>						
<b>A</b>	<b>Management, Entrepreneurship and Innovation</b>					
<b>B</b>	<b>Marketing and Sales</b>					
<b>C</b>	<b>International Business</b>					
<b>D</b>	<b>Accounting, Auditing and Taxation</b>					
<b>ORIENTATION MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION</b>						
No	Subject	L	U	ECTS	Code	
<b>1</b>	Contemporary Management	2	1	6		
<b>2</b>	SME Management	2	1	6		
<b>3</b>	Entrepreneurship and Innovation Management	2	1	6		
<b>4</b>	Opportunity Development and Business Planning	2	1	6		
<b>ORIENTATION MARKETING AND SALES</b>						
No	Subject	L	P	ECTS	Code	
<b>1</b>	Marketing and Sales Management	2	1	6		
<b>2</b>	Consumer Behavior	2	1	6		
<b>3</b>	Brand and product management	2	1	6		
<b>4</b>	Digital marketing	2	1	6		

<sup>2</sup> The elective course must be chosen from an orientation different from the orientation chosen for study by the student

<b>ORIENTATION INTERNATIONAL BUSINESS</b>						
<b>No</b>	<b>Subject</b>		<b>L</b>	<b>U</b>	<b>ECTS</b>	<b>Code</b>
<b>1</b>	International Business and Strategy		2	1	6	
<b>2</b>	International Marketing Management		2	1	6	
<b>3</b>	International Corporate Governance and Management		2	1	6	
<b>4</b>	International Business Negotiations		2	1	6	
<b>ORIENTATION ACCOUNTING, AUDITING AND TAXATION</b>						
<b>No</b>	<b>Subject</b>		<b>L</b>	<b>P</b>	<b>ECTS</b>	<b>Code</b>
<b>1</b>	Advanced Accounting		2	1	6	
<b>2</b>	Tax Accounting		2	1	6	
<b>3</b>	Auditing		2	1	6	
<b>4</b>	Fiscal Policies and Taxation		2	1	6	
<b>SEMESTER 6: 30 ECTS</b>						
29	O	Seminar	2	0	3	
30	O	-Project or - Internship program (Applicable for study orientation)	2	0	6	
31	O	Project Management	2	0	6	
32	O	Bachelor Thesis			15	