



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

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

**In the third year, fifth semester, courses from the following areas:**

Finance, Banking and Insurance

Marketing and Sales

Management, Entrepreneurship and Innovation

Accounting, Auditing and Taxation

<b>YEAR ONE: 60 ECTS</b>						
<b>SEMESTER 1: 30 ECTS</b>						
			Hours per week			
<b>No</b>	<b>Type</b>	<b>Subject</b>	<b>L</b>	<b>E</b>	<b>ECTS</b>	<b>Code</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	Macroeconomics	2	2	6	10MAC126
5	O	Introduction to Financial Accounting	2	2	6	10IFA124
6	O	Management	2	0	6	10MNG127
<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	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
<b>YEAR TWO: 60 ECTS</b>						
<b>SEMESTER 3: 30 ECTS</b>						
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	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	Human Resources Management	2	0	6	10HRM256
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 <sup>1</sup>			6	
	O	Major (Orientation)			24	
MAJOR – Orientations						
In the fifth semester students will have to pick one of the areas of orientation						
A	Finance, Banking and Insurance					
B	Marketing and Sales					
C	Management, Entrepreneurship and Innovation					
D	Accounting, Auditing and Taxation					
ORIENTATION (1): FINANCE, BANKING AND INSURANCE						
No	Type	Subject	L	E	ECTS	Code
25	O	Investments	2	1	6	10INV303
26	O	Banking Management	2	1	6	10BM302
27	O	Financial Institutions and Capital Markets	2	1	6	10FICM418
28	O	Insurance and Risk Management	2	1	6	10IRM419
ORIENTATION (2): 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 (3): MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						

<sup>1</sup> 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.

No	Type	Subject	L	E	ECTS	Code
25	O	Contemporary Management	2	1	6	10CM320
26	O	SME Management	2	1	6	10SMEM425
27	O	Entrepreneurship and Innovation Management	2	1	6	10EIM322
28	O	Opportunity Development and Business Planning	2	1	6	10ODBP323
<b>ORIENTATION (4): ACCOUNTING, AUDITING AND TAXATION</b>						
25	O	Advanced Financial Accounting	2	1	6	10AFA314
26	O	Tax Accounting	2	1	6	10TA310
27	O	Auditing	2	1	6	10AC421
28	O	Fiscal Policies and Taxation	2	1	6	10FPT312
<b>SEMESTER 6: 30 ECTS</b>						
29	O	Seminar	2	0	3	10SEM351
30	O	Project or Internship program (Applicable for study concentration)	2	0	6	10PRO354 10INT355
31	O	Project Management	2	0	6	10PM350
32	O	Bachelor Thesis			15	10BTH353

<b>LIST OF ELECTIVE COURSES</b>						
No	Type	Subject	L	E	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
5	E	Italian Language	2	0	3	10ITA394

<sup>1</sup> 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.