

## ***COURSE OFFER IN ENGLISH 2018/2019***

### ➤ **ECONOMICS AND BUSINESS ADMINISTRATION**

#### **1<sup>ST</sup> Semester (Fall Semester)**

<u>COURSE</u>	<u>YEAR</u>	<u>ECTS</u>
MICROECONOMICS	1 <sup>st</sup>	6
INTRODUCTION TO FINANCE	1 <sup>st</sup>	6
FUNDAMENTALS OF MARKETING	2 <sup>nd</sup>	6
CROSS-CULTURAL COMMUNICATION	2 <sup>nd</sup>	3
INTERNATIONAL TEAM WORKING	3 <sup>rd</sup>	3
PEOPLE MANAGEMENT	3 <sup>rd</sup>	6
COMPANY POLICY I	3 <sup>rd</sup>	6
INTERNATIONAL ECONOMICS	4 <sup>th</sup>	6
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	4 <sup>th</sup>	6
ENTREPRENEURSHIP	4 <sup>th</sup>	6
STRATEGIC DISTRIBUTION DECISIONS	4 <sup>th</sup>	6
COMPETITIVE TERRITORIES IN THE GLOBAL ECONOMY	4 <sup>th</sup>	6
MANAGEMENT SKILLS DEVELOPMENT	4 <sup>th</sup>	6
TALENT MANAGEMENT	4 <sup>th</sup>	6

#### **2<sup>ND</sup> Semester (Spring Semester)**

<u>COURSE</u>	<u>YEAR</u>	<u>ECTS</u>
MACROECONOMICS	1 <sup>st</sup>	6
STATISTICS	1 <sup>st</sup>	6
BUSINESS II	1 <sup>st</sup>	6
ECONOMETRICS	2 <sup>nd</sup>	6
MARKETING MANAGEMENT	2 <sup>nd</sup>	6
GLOBAL BUSINESS CONTEXT	2 <sup>nd</sup>	3
NEGOTIATION SKILLS	3 <sup>rd</sup>	3
FINANCIAL MANAGEMENT	3 <sup>rd</sup>	6
BUSINESS ETHICS	3 <sup>rd</sup>	6
LEADERSHIP AND MANAGERIAL DEVELOPMENT	3 <sup>rd</sup>	6
COMPANY POLICY II	3 <sup>rd</sup>	6
INTERNATIONAL FINANCE	4 <sup>th</sup>	6
INTERNATIONAL ECONOMICS	4 <sup>th</sup>	6
EUROPEAN UNION	4 <sup>th</sup>	6
INTERNATIONAL MARKETING	4 <sup>th</sup>	6
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	4 <sup>th</sup>	6

➤ **FACULTY OF SOCIAL SCIENCES**

**1<sup>ST</sup> Semester (Fall Semester)**

<u>COURSE</u>	<u>YEAR</u>	<u>ECTS</u>
COMMUNICATION SKILLS	1 <sup>st</sup>	6
MASS COMMUNICATION MEDIA	1 <sup>st</sup>	6
BUSINESS MANAGEMENT AND ORGANIZATION	2 <sup>nd</sup>	6
DIGITAL & TOURISM MARKETING	3 <sup>rd</sup>	6

**2<sup>ND</sup> Semester (Spring Semester)**

<u>COURSE</u>	<u>YEAR</u>	<u>ECTS</u>
ORGANISATIONAL COMMUNICATION THEORY	2 <sup>nd</sup>	6
ELABORATION OF WEB MESSAGES	3 <sup>rd</sup>	6
INTERPERSONAL COMMUNICATION	3 <sup>rd</sup>	6
CONGRESS AND EVENTS MANAGEMENT	3 <sup>rd</sup>	6
TRANSPORT MANAGEMENT AND TOURISM INTERMEDIATION	3 <sup>rd</sup>	6