



BSc MANAGEMENT, BUSINESS AND ECONOMICS – FERIZAJ

Orientations:

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

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	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 ²			6	
	O	Major (Orientation)			24	
MAJOR – Orientations						
In the third year students will have to pick one of the areas of orientation						
A	Management, Entrepreneurship and Innovation					
B	Marketing and Sales					
C	Accounting, Auditing and Taxation					
D	Finance, Banking and Insurance					
E	International Business					
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 Accounting		2	1	6	10AAC313
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

ORIENTATION (5): INTERNATIONAL BUSINESS

No	Subject	L	P	ECTS	Code
25	International Business and Strategy	2	1	6	10IBS340
26	International Marketing Management	2	1	6	10IMM341
27	International Corporate Governance and Management	2	1	6	10CIM430
28	International Business Negotiations	2	1	6	10IBN343

SEMESTER 6: 30 ECTS

29	O	Seminar	2	0	3	10SEM351
30	O	Project or Internship program (Applicable for study orientation)	2	0	6	10PRO354 10INT355
31	O	Project Management	2	0	6	10PM350
32	O	Bachelor Thesis			15	10BTH353

LIST OF ELECTIVE COURSES

No	Type	Subject	L	P	ECTS	CODE
1	E	Data Science	1	1	3	10DS390
2	E	Decision Making Theory	2	0	3	10DMT391
3	E	Business Ethics	2	0	3	10BE392
4	E	Financial Analysis	2	0	3	10FA393