

The curriculum of the undergraduate study Business Economics, Study direction: Corporate Communications is of four academic year duration (eight semesters), upon graduation, a graduate acquires 240 credits

Type	ECTS	No. of lectures	1st year
	30		1. Semester
OBL	6	60	Economy Fundamentals
OBL	6	60	Mathematics
OBL	6	60	Informatics
OBL	6	60	Entrepreneurship Fundamentals
OBL	3	30	Foreign Business Language A1
OBL	3	30	Physical Education 1
	30		2nd semester
OBL	6	60	Microeconomics 1
OBL	6	60	Statistics
OBL	6	60	Organization
OBL	6	60	Marketing
OBL	3	30	Foreign Business Language A2
OBL	3	30	Physical Education 2

Type	ECTS	No. of lectures	2 nd year
	30		3rd semester
OBL	6	60	Macroeconomics 1
OBL	6	60	Accountancy
OBL	6	60	Management
OBL	3	30	Microeconomics 2
OBL	3	30	Statistics Analyse
ELECT	6	60	Elective courses:
			<i>Work Psychology</i>
			<i>Foreign Business Language B1</i>
			<i>Commercial Law</i>
	30		4th semester
OBL	6	60	Economy
OBL	6	60	International Economy
OBL	6	60	Introduction to Tourism
OBL	6	60	Entrepreneurship in Tourism and Hotel Industry
OBL	3	30	Macroeconomics 2
OBL	3	30	Mathematical Analyse for Economists

Type	ECTS	No. of lectures	3 rd year
	30		5th semester
OBL	6	60	Communication of Modern Entrepreneurship
OBL	4	45	Advertising
OBL	6	60	Media Marketing
OBL	6	60	Public Relations
ELECT	4	45	Elective courses:
			Media and Publicity
			Basics of Media Writings
			Corporative Culture
ELECT	4	45	Elective courses:
			Management of Electronic Media
			Rhetoric
			Corporative Negotiation
	30		6th semester
OBL	6	60	Business Ethics
OBL	6	60	Modern Commercials
OBL	6	60	Human Resource Management
OBL	4	45	Elective courses
			On line / Internet Communication
			Corporative Identity
			General Communication Science
ELECT	4	45	Elective courses:
			Globalization of Communication
			Business Correspondence
			Practical Communication
FP	4		Final Paper

Type	ECTS	No. of lectures	4 th year
	30		7th semester
OBL	4	45	Creation of Image
OBL	6	60	Crisis communication in companies
OBL	6	60	Event management
OBL	6	60	Branding
ELECT	4	45	Elective courses:
			Basics of Social Psychology
			Philosophy of Communication
			Culture and Communication
ELECT	4	45	Elective Course:
			Sociology Fundamentals
			Media Theory
			Visual Communication
	30		8. semester
OBL	6	60	Internal Communication of Modern Entrepreneurship

OBL	6	60	Lobbying
OBL	6	60	Introduction to Market Communication
ELECT	4	45	Elective Courses:
			Direct Marketing
			Business Planning
			Meetings Conduction
ELECT	4	45	Elective courses:
			Business Negotiation Skills
			Bases of Language Literacy
			Practical Communication 2
FP	4		Final Thesis