

# FACULTY OF ECONOMIC SCIENCES



## STUDY PROGRAM OF THE SECOND CYCLE IN: BUSINESS ADMINISTRATION

DURATION/ STUDY SYSTEM:  
2 ACADEMIC YEARS-FULL TIME

Degree Designation:  
MASTER OF SCIENCE IN BUSINESS ADMINISTRATION WITH PROFILE:  
MARKETING, SALES AND COMMUNICATION

### FIRST-YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Methods of Business Research	5
2	Marketing Strategies	7
3	Managerial Economics	6
4	<b>Elective Courses</b> 1. Statistics in Business 2. Quantitative Methods	5
5	Information Systems Management	6
6	Advanced Strategic Management	7
7	Managerial Accounting	6
8	Digital Marketing	6
9	Financial Management	7
10	<b>Elective Courses</b> 1. Modeling and Simulation in Business 2. Advanced Commercial Law	5

**SECOND-YEAR:**

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
<b>1</b>	<b>Management of Distribution Channels and Customer Relationship</b>	<b>7</b>
<b>2</b>	<b>Consumer Behavior</b>	<b>7</b>
<b>3</b>	<b>Sales Management</b>	<b>6</b>
<b>4</b>	<b>Evaluation of the Economic Activity of the Society</b>	<b>6</b>
<b>5</b>	<b>Elective Courses</b> 1. International Marketing 2. Promotion and Marketing Communication	<b>6</b>
<b>6</b>	<b>Internship</b>	<b>10</b>
<b>7</b>	<b>Theses</b>	<b>18</b>

Total of Curricula: 120