

# 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:  
1. ENTREPRENEURSHIP AND INNOVATION

### 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><br>1. Statistics in Business<br>2. Quantitative Method                  | 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><br>1. Modeling and Simulation in Business<br>2. Advanced Commercial Law | 5           |

**SECOND-YEAR:**

| <i>Nr.</i> | <i>Courses</i>   | <i>ECTS</i> |
|------------|--|-------------|
| 1          | Entrepreneurship and Creation of New Business                    | 7           |
| 2          | New Products and Innovation                                      | 7           |
| 3          | Project Management and Digitalization                            | 6           |
| 4          | Evaluation of the Economic Activity of the Society               | 6           |
| 5          | Elective Courses<br>1. Leadership<br>2. Communication Strategies | 6           |
| 6          | Internship   | 10          |
| 7          | Thesis   | 18          |

Total of Curricula: 120