

STRUCTURE OF THE STUDY PROGRAMME –BUSINESS
ECONOMICS -MARKETING

No.	Code	Course name	Semester	Number of classes- weekly		ECTS
				L	E	
Year I						
1	EKZI1101F	Principles of Economics/ core	1	2	4	8
2	EKZI1102F	Mathematics for business / core	1	2	4	8
3	PSZII3/1 0D	Commercial Law/ core	1	2	2	8
4		Elective course from other University units	1	0-2	2-4	6
5	EKZI1204F	Introduction to business / core	2	2	2	8
6	EKZI1205F	Basics of accounting / core	2	2	4	8
7	EKZI1206F	Business Statistics / core	2	2	4	8
8		Elective course from other University units	2	0-2	2-4	6
Summary				12-16	24-28	60

No.	Code	Course	Semester	Number of classes- weekly		ECTS
				L	E	
Year II						
1	EKZI2307 F	Principles of Management / core	3	2	3	8
2	EKZI2308 F	Financial Management / core	3	2	3	8

3	EKZI2309 F	Principles of Marketing / core	3	2	3	8
4	EKZI2301 0F	E-Business/ core	3	2	3	6
5	EKZI2404 0F	Advertising / core	4	2	2	6
6	EKZI2402 7F	Product and Service Management / core	4	2	2	6
7	EKZI2402 8F	Operation management / core	4	2	2	6
8	EKZI2401 4F	Business Communication / core	4	2	2	6
9		Elective course from other University units	4	2	2	6
Summary				18	22	60

No.	Code	Course	Semester	Number of classes- weekly		ECTS
				L	E	
Year III						
1	EKZI3504 1F	Business logistics / core	5	2	2	6
2	EKZI3502 9F	Entrepreneurship / core	5	2	2	6
3	EKZI3503 0F	Leadership / core	5	2	2	6
4		Elective course from the faculty	5	2	2	6

5		Elective course from the faculty	5	2	2	6
6	EKZI3603 9F	Change Management	6	2	2	6
7	EKZI3604 3F	Consumer Behavior / core	6	2	2	6
8	EKZI3604 4F	Promotion / core	6	2	2	6
9		Elective course from the faculty	6	2	2	6
10		Elective course from the faculty	6	2	2	6
Summary				20	20	60

No.	Code	Course	Semester	Number of classes- weekly		ECTS
				L	E	
Year IV						
1	EKZI47024F	Strategic Management / core	7	2	2	6
2	EKZI47034F	Performance Management / core	7	2	2	6
3	EKZI47045F	Pricing policy/ core	7	2	2	6
4	EKZI47046F	Strategic Marketing/ core	7	2	2	6
5		Elective course from the faculty	7	2	2	6
6	EKZI48047F	International Marketing / core	8	2	2	6
7		Elective course from the faculty	8	2	2	6
8		Elective course from the faculty	8	2	2	6

9	EKZ48185F	Graduate thesis	8		8	12
Summary				16	24	60

ELECTIVES:

No.	Code	Course	Semester	Number of classes- weekly		ECTS	School
				L	E		
1.	EKZI11 03F	Fundamentals of Finance	1	2	2	6	<i>Faculty of economics</i>
2.	INZI1 104F	Information Technologies	1	2	2	6	<i>Communication and IT</i>
3.	FKZI11 083F	English 1	1	0	4	6	<i>Faculty of economics</i>
4.	PSIIz04 0D	German 1	1	0	4	6	<i>Law and political science</i>
5.	KRI21 03F	Russian 1	1	0	4	6	<i>Detectives and Security</i>
6.	ESMI11 03F	Sport and Health 1	1	1	3	6	<i>Faculty of economics</i>
7.	KRI120 5F	Macedonian language for foreigners 1	1	0	4	6	<i>Detectives and Security</i>
8.	INZI1 205F	Internet Technologies	2	2	2	6	<i>Communication and IT</i>
9.	EKZI12 184F	English 2	2	0	4	6	<i>Faculty of economics</i>
10.	PS I Iz 0d	German 2	2	0	4	6	<i>Law and political science</i>

11.	KRI22 13F	Russion 2	2	0	4	6	<i>Detectives and Security</i>
12.	ESMI12 03F	Sport and Health 2	2	1	3	6	<i>Faculty of economics</i>
13.	KRI22 14F	Macedonian language for foreigners 2	2	0	4	6	<i>Detectives and Security</i>
14.	POZ420 2F	Rhetoric and argumentation	2	2	2	6	<i>Law and political science</i>
15.	EKZI24 011F	Introduction to Financial Markets	4	2	2	6	<i>Faculty of economics</i>
16.	EKZI24 026F	Human Resource Management	4	2	2	6	<i>Faculty of economics</i>
17.	EKZI35 015F	Banking	5	2	2	6	<i>Faculty of economics</i>
18.	EKZI35 116F	Financial Planning and Analysis	5	2	2	6	<i>Faculty of economics</i>
19.	EKZI35 017F	Insurance	5	2	2	6	<i>Faculty of economics</i>
20.	EKZI47 023F	Business planning	5	2	2	6	<i>Faculty of economics</i>
21.	EKZI36 031F	Small Business Management	6	2	2	6	<i>Faculty of economics</i>
22.	EKZI24 013F	Monetary Theory and Policy	6	2	2	6	<i>Faculty of economics</i>
23.	EKZI48 038F	International transport and freight forwarding	6	2	2	6	<i>Faculty of economics</i>
24.	EKZI36 019F	Public Finance	6	2	2	6	<i>Faculty of economics</i>
25.	EKZI47 036F	International business	7	2	2	6	<i>Faculty of economics</i>
26.	EKZI47 021F	Investments	7	2	2	6	<i>Faculty of economics</i>

27.	EKZI47 035F	Organizational behavior	7	2	2	6	<i>Faculty of economics</i>
28.	EKZI36 033F	Project Management	8	2	2	6	<i>Faculty of economics</i>
29.	EKZI48 025F	International Finance	8	2	2	6	<i>Faculty of economics</i>
30.	EKZI48 036F	International Management	8	2	2	6	<i>Faculty of economics</i>
31.	EKZI36 120F	Corporate Finance	8	2	2	6	<i>Faculty of economics</i>