

**STRUCTURE OF THE STUDY PROGRAMME BUSINESS ECONOMICS –
MARKETING - SPECIALIST STUDIES**

No.	Code	Course	Semester	Number of classes-weekly		ECTS
				L	E	
YEAR I						
	EKZ47045F	Marketing pricing policy / core	1	2	3	7
2	EKZI47052F	Advertasing / core	1	2	3	8
	EKZ47048F	Strategic marketing/ core	1	2	3	8
4		Elective course from the faculty	1	2	3	7
5	EKZI48062F	International marketing / core	2	2	2	7
6	EKZI48063F	Business logistics / core	2	2	2	7
7		Elective course from the faculty	2	2	2	7
8	EKZ48186F	Thesis	2		8	9
Summary				14	26	60

ELECTIVES:

No.	Code	Course	Semester	Number of classes-weekly		ECTS	School
				L	E		
1.	EKZI47048F	Strategic management	1	2	2	7	Faculty of economics
	EKZI47047F	International business / core	1	2	2	7	Faculty of economics
	EKZI47049F	Investments / core	1	2	2	7	Faculty of economics
2.	EKZI47053F	Performance management	1	2	2	7	Faculty of economics
3.	EKZI47054F	Business planning	1	2	2	7	Faculty of economics
4.	EKZI48064F	International transport and freight forwarding	2	2	2	7	Faculty of economics
5.	EKZI48065F	Consumer behavior	2	2	2	7	Faculty of economics
6.	EKZI48057F	Corporate finance	2	2	2	7	Faculty of economics
7.	EKZI48059F	International management	2	2	2	7	Faculty of economics
8.	EKZI48050F	International finance	2	2	2	7	Faculty of economics