

BSC BUSINESS ADMINISTRATION & MANAGEMENT (SPECIALIZATIONS)

DIGITAL MARKETING SPECIALIZATION

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7
A1 - Quantitative methods (6 cr)	A1 - Microeconomics (6 cr)	A1 - Business Statistics (6 cr)	A1 - ERS (6 cr)	A1 - International Business Communication (6 cr)	A1 - International Economics (6 cr)	D - Internship (20 cr)
A1 - Information Systems (6 cr)	A1 - Probability and Statistics (6 cr)	A1 - Macroeconomics (6 cr)	A1 - Banking and Finance (6 cr)	B1 - Human Resource Management (6 cr)	A1 - Business Case Studies (6 cr)	
A1 - Introduction to Management (6 cr)	A1 - Introduction to Accounting (6 cr)	B1 - Corporate Finance (6 cr)	B1 - Operations Management (6 cr)	B2 - Marketing Research (6 cr)	B2 - Advertising and Sales Promotion (6 cr)	
A1 - Introduction to Marketing (6 cr)	B1 - Digital Marketing (6 cr)	B1 - Organisational Behaviour (6 cr)	B1 - International Business (6 cr)	B2 - Marketing Calculations (6 cr)	B2 - Consumer Behaviour (6 cr)	
A2 - The Social and Economic Applications of Artificial Intelligence (3 cr)	A2 - The Art of Presenting (3 cr)	C (3 cr)	A2 - Introduction to Entrepreneurship (3 cr)	B2 (6 cr)	B2 (6 cr)	
A2 - Introduction to Social Sciences (3 cr)	C (3 cr)	C - Influencer Marketing (3 cr)	Price-Per-Click Marketing (3 cr)		D - Thesis Research Methodology (3 cr)	D - Final Thesis (7 cr)
Sport I. (crit)	Sport II. (crit)				Competence test II. (after min. 120 credits), SULI test	
Introduction to Quantitative Methods (crit)						
Business English (crit)						
Intercultural training (crit)						
Competence test I., SULI test Mentoring						
CIX (Compulsory International Experience) 20 points						
Σ 30 credits	Σ 30 credits	Σ 30 credits	Σ 30 credits	Σ 30 credits	Σ 33 credits	Σ 27 credits
Total number of credits to be acquired: Σ 210 credits						