

## BUSINESS ADMINISTRATION – MBA PROGRAM

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### 8. Marketing

<b>N</b>	<b>Name of subject</b>	<b>Credit</b>	<b>Semester</b>
1.	Business English	6	1
2.	Fundamentals of economic theory (Micro and macroeconomics)	8	1
3.	Organizational activity. Organizational behavior	8	1
4.	Law and ethics in business and work environments	8	1
	<b>Total</b>	<b>30</b>	<b>1</b>
5.	Accounting for financial decisions	8	2
6.	Finance and financial systems	6	2
7.	Business statistics	8	2
8.	General management	8	2
	<b>Total</b>	<b>30</b>	<b>2</b>
9.	Human resources management	8	3
10.	Corporate finance	8	3
11.	Information technologies in management and business	6	3
12.	Marketing research in health care	8	3
	<b>Total</b>	<b>30</b>	<b>3</b>
13.	Marketing in education	8	4
14.	Tourism marketing	8	4
15.	- Service marketing - Market research - Price policy - International tourism and hospitality	5	4
16.	The final state certification	9	4
	<b>Total</b>	<b>30</b>	<b>4</b>