

**List of subjects in English and syllabus
Academic Year 2024/25**

International Business

| SUBJECT | YEAR | SEMESTER | SCHEDULE |
|---|------|----------|-----------|
| International Public Relations Techniques | 1st | Autumn | Morning |
| Organization of International Companies | 1st | Autumn | Morning |
| International Economic Institutions | 1st | Spring | Morning |
| Market Research Techniques | 1st | Spring | Morning |
| International Commercial Management | 2nd | Autumn | Morning |
| Policies and Strategies for Business Internationalization | 2nd | Autumn | Morning |
| International Finances I | 2nd | Autumn | Morning |
| Communication and Information Management Techniques | 2nd | Spring | Morning |
| International Financial Institutions and Markets | 2nd | Spring | Morning |
| International Finances II | 2nd | Spring | Morning |
| International Management of Human Resources | 3rd | Autumn | Afternoon |
| Planning of International Expansion | 3rd | Autumn | Afternoon |
| Policies and Marketing Strategies | 3rd | Autumn | Afternoon |
| Games Theory: Market Behavior | 3rd | Autumn | Afternoon |
| Cultural Management and Protocol in International Business | 3rd | Spring | Afternoon |
| Digital Marketing and e-Business | 3rd | Spring | Afternoon |
| International Negotiation | 3rd | Spring | Afternoon |
| Principles of Entrepreneurship | 3rd | Spring | Afternoon |
| Public Relations and Communication in International Business | 3rd | Spring | Afternoon |
| Economics and International Business in Africa | 4th | Spring | Afternoon |
| Economics and International Business in America | 4th | Autumn | Afternoon |
| Economics & Int. Business in Asia Pacific & the Middle East | 4th | Spring | Afternoon |
| Innovation Management in an International Environment | 4th | Autumn | Afternoon |
| International Logistics and Operations Management | 4th | Spring | Afternoon |
| Financing of New Business Projects | 4th | Autumn | Afternoon |
| International Marketing Management | 4th | Autumn | Afternoon |
| Artificial Intelligence Applications in International Business | 4th | Spring | Afternoon |
| Entrepreneurship in International Business | 4th | Spring | Afternoon |

Advertising, Marketing and Public Relations

| SUBJECT | YEAR | SEMESTER | SCHEDULE |
|---|-------------|-----------------|-----------------|
| Methods and Forms of Persuasive Communication | 1st | Autumn | Morning |
| History of Advertising and Public Relations | 1st | Autumn | Morning |
| Introduction to Marketing | 1st | Autumn | Morning |
| Communication Structure | 1st | Spring | Morning |
| Information and Communication Technology | 1st | Spring | Morning |
| Public Relations Policies and Techniques | 1st | Spring | Morning |
| Communication in Organizations | 2nd | Autumn | Morning |
| Ethics and Deontology of Communication | 2nd | Autumn | Morning |
| Public Relations Strategic Planning | 2nd | Autumn | Morning |
| Commercial Techniques | 2nd | Spring | Morning |
| Specialized Public Relations | 2nd | Spring | Morning |
| Communication in Digital Media | 3rd | Autumn | Afternoon |
| Corporate and Institutional Public Relations | 3rd | Spring | Afternoon |
| Media and Advertising Material Research and Planning | 3rd | Spring | Afternoon |
| Advanced Advertising Creativity | 3rd | Autumn | Afternoon |
| Advertising and Digital Multimedia Marketing | 3rd | Spring | Afternoon |
| Audience Research. The Reception Process | 3rd | Spring | Afternoon |
| Corporate and Institutional Communication | 3rd | Spring | Afternoon |
| Public Relations in International Markets | 3rd | Spring | Afternoon |
| Principles & Strategies of Advertising & Public Relations | 3rd | Autumn | Afternoon |
| Brand Management | 4th | Autumn | Afternoon |
| Integrated Marketing Communication | 4th | Autumn | Afternoon |
| Marketing Project Management | 4th | Spring | Afternoon |
| Strategic Marketing Management I | 4th | Autumn | Afternoon |
| International Marketing | 4th | Spring | Afternoon |
| Marketing and e-Commerce | 4th | Spring | Afternoon |
| Strategic Marketing Management II | 4th | Spring | Afternoon |

Law

| SUBJECT | YEAR | SEMESTER | SCHEDULE |
|---|-------------|-----------------|-----------------|
| European Union Law | 2nd | Spring | Morning |
| Public International Law | 3rd | Autumn | Afternoon |
| Private International Law | 3rd | Spring | Afternoon |
| Legal English | 4th | Autumn | Afternoon |
| International Taxation | 4th | Autumn | Afternoon |

Criminology

| SUBJECT | YEAR | SEMESTER | SCHEDULE |
|--|-------------|-----------------|-----------------|
| Introduction to Business I | 2nd | Autumn | Morning |
| Introduction to Business II | 2nd | Spring | Morning |
| Economic and Corporate Crime | 3rd | Autumn | Afternoon |
| Legal English | 4th | Autumn | Afternoon |
| Welfare State and Social Inclusion | 4th | Autumn | Afternoon |