

List of subjects in English and syllabus (link on each title)
Academic Year 2026/27

International Business

SUBJECT	YEAR	SEMESTER	ECTS	SCHEDULE
International Public Relations Techniques	1st	Autumn	3	Morning
Organization of International Companies	1st	Autumn	6	Morning
International Economic Institutions	1st	Spring	3	Morning
Market Research Techniques	1st	Spring	6	Morning
International Commercial Management	2nd	Autumn	3	Morning
Policies and Strategies for Business Internationalization	2nd	Autumn	6	Morning
International Finances I	2nd	Autumn	6	Morning
Communication and Information Management Techniques	2nd	Spring	6	Morning
International Financial Institutions and Markets	2nd	Spring	6	Morning
International Finances II	2nd	Spring	6	Morning
International Management of Human Resources	3rd	Autumn	6	Afternoon
Planning of International Expansion	3rd	Autumn	6	Afternoon
Policies and Marketing Strategies	3rd	Autumn	6	Afternoon
Games Theory: Market Behavior	3rd	Autumn	3	Afternoon
Cultural Management and Protocol in International Business	3rd	Spring	3	Afternoon
Digital Marketing and e-Business	3rd	Spring	6	Afternoon
International Negotiation	3rd	Spring	3	Afternoon
Principles of Entrepreneurship	3rd	Spring	3	Afternoon
Public Relations and Communication in International Business	3rd	Spring	3	Afternoon
Economics and International Business in America	4th	Autumn	6	Afternoon
Economics & Int. Business in Asia Pacific & the Middle East	4th	Autumn	6	Afternoon
Innovation Management in an International Environment	4th	Autumn	6	Afternoon
Financing of New Business Projects	4th	Autumn	3	Afternoon
International Marketing Management	4th	Autumn	3	Afternoon
International Logistics and Operations Management	4th	Spring	6	Afternoon
Artificial Intelligence Applications in International Business	4th	Spring	6	Afternoon
Entrepreneurship in International Business	4th	Spring	3	Afternoon

Advertising, Marketing and Public Relations

SUBJECT	YEAR	SEMESTER	ECTS	SCHEDULE
<u>Methods and Forms of Persuasive Communication</u>	1st	Autumn	3	Morning
<u>History of Advertising and Public Relations</u>	1st	Autumn	6	Morning
<u>Introduction to Marketing</u>	1st	Autumn	6	Morning
<u>Communication Structure</u>	1st	Spring	6	Morning
<u>Information and Communication Technology</u>	1st	Spring	3	Morning
<u>Public Relations Policies and Techniques</u>	1st	Spring	6	Morning
<u>Communication in Organizations</u>	2nd	Autumn	6	Morning
<u>Ethics and Deontology of Communication</u>	2nd	Autumn	3	Morning
<u>Public Relations Strategic Planning</u>	2nd	Autumn	3	Morning
<u>Commercial Techniques</u>	2nd	Spring	3	Morning
<u>Specialized Public Relations</u>	2nd	Spring	3	Morning
<u>Communication in Digital Media</u>	3rd	Autumn	6	Afternoon
<u>Advanced Advertising Creativity</u>	3rd	Autumn	6	Afternoon
<u>Principles & Strategies of Advertising & Public Relations</u>	3rd	Autumn	6	Afternoon
<u>Media and Advertising Material Research and Planning</u>	3rd	Spring	6	Afternoon
<u>Advertising and Digital Multimedia Marketing</u>	3rd	Spring	6	Afternoon
<u>Public Relations in International Markets</u>	3rd	Spring	6	Afternoon
<u>Artificial Intelligence for Project Management</u>	3rd	Spring	6	Afternoon
<u>Brand Management</u> To enroll in this subject, prior knowledge of InDesign, Photoshop, and Illustrator is required.	4th	Autumn	6	Afternoon
<u>Integrated Marketing Communication</u>	4th	Autumn	6	Afternoon
<u>Strategic Marketing Management I</u>	4th	Autumn	6	Afternoon
<u>International Marketing</u>	4th	Spring	6	Afternoon
<u>Marketing and e-Commerce</u>	4th	Spring	6	Afternoon
<u>Marketing Project Management</u>	4th	Spring	6	Afternoon
<u>Strategic Marketing Management II</u>	4th	Spring	6	Afternoon

Law

SUBJECT	YEAR	SEMESTER	ECTS	SCHEDULE
European Union Law	2nd	Spring	3	Morning
Public International Law	3rd	Autumn	6	Afternoon
Private International Law	3rd	Spring	6	Afternoon
Legal English	4th	Autumn	6	Afternoon
International Taxation	4th	Autumn	3	Afternoon

Criminology

SUBJECT	YEAR	SEMESTER	ECTS	SCHEDULE
Introduction to Business I	2nd	Autumn	6	Morning
Introduction to Business II	2nd	Spring	3	Morning
Economic and Corporate Crime	3rd	Autumn	6	Afternoon
Legal English	4th	Autumn	6	Afternoon
Welfare State and Social Inclusion	4th	Autumn	3	Afternoon