



BUSINESS ECONOMICS – TWO-YEAR STUDY PROGRAMME GRADUATE UNIVERSITY STUDY PROGRAMME CURRICULUM

Mostar, April 2023

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1. INTRODUCTION

The curriculum of the graduate university study programme Business Economics – two-year study programme is the result of the regular review process, which began with the Decision of the Senate at the session held on 26 February 2022 (No. 01-993-1/22). The regular revision procedure was carried out according to the *Rulebook on the procedure of adopting new and revisions of existing study programmes* (No. 01-993-1 / 22). It stipulates that the Committee coordinates a revised curriculum. The Committee also includes student representatives and external users, and the scientific-teaching/artistic-teaching council of the organizational unit submits their proposal to the University Senate for adoption.

In order to involve all stakeholders in the process of improving the study programme, a public hearing was held on March 29, 2023.

The conclusions of the public debate were taken into account during the development of the curriculum.

In addition to the conclusions of the public debate, the recommendations of the Expert Committee from the last institutional accreditation in 2020 were taken into account. The recommendations include practical work outside the University (where applicable), application of legal and internal acts on the minimum share of pre-examination obligations in the final grade of all courses, and the application of modern teaching methods with the student at the centre of the teaching process.

Also, during the development of the curriculum, all strategic tasks in the strategic area of education from the *University Development Strategy 2018 – 2023*, which relate to the curriculum and teaching process, were carried out (more in the chapter "3.1. Link to the University Development Strategy").

In addition, when making decisions on the type of changes, all relevant statistical data and survey results collected and conducted in the period since the last revision/adoption of the study programme were analysed: student surveys on quality of teaching, customer satisfaction survey, recommendation of the ISO team for certification and annual report of the Faculty of Economics.

Taking into account all the above, the following changes have been made in this revised curriculum in comparison to the existing one: removing shortcomings of existing curriculum, introduction of new obligatory and elective courses, inclusion of demands from economy and labour market regarding implementing practice in the curriculum.

Since the study programme has common courses of the study programme and courses of a study tracks, the document is structured as follows: information common to the level of study programme are given first, then specifics of a study tracks and syllabi that are divided at syllabi of common courses and syllabi of courses of a study track.

2. GENERAL INFORMATION ABOUT THE STUDY PROGRAMME

Study programme:	Business economy – two-year study programme
Tracks:	1) Marketing 2) Management 3) Business Informatics 4) Accounting and Finance
Cycle:	Second (II.)
Type:	University study
Scientific area:	Social Sciences
Scientific field:	Economics
Scientific branch:	Marketing; Management; Finance; Business Informatics; Accounting
Academic title:	Master of Economics
EQF qualification level:	7
Duration of the study programme:	2 years, 4 semesters
ECTS:	120 ECTS
Language:	Croatian
Mode of study:	Full-time/Part-time
Awarding institution:	University of Mostar
Institution administering study programme:	University of Mostar, Faculty of Economics
Study programme objectives:	Achieve advanced knowledges and skills in students within the field of marketing, management, finance, accounting, business informatics.
Study programme competencies:	<ul style="list-style-type: none"> • Ability to analyse, synthesize and form solutions of complex problems within the area of business economics • Explain business events and problems • Ability to divide problems and make possible solutions for that by using analytical methods and procedures • Ability to make solutions of developmental problems of companies or institutions • Ability to use resources of necessary data and/or information • Ability to produce scientific and professional achievements
Study programme / tracks learning outcomes:	Learning outcomes for all study tracks: <ul style="list-style-type: none"> • Analyze movements in macroeconomics, microeconomics, monetary economics, public finances and international business (EFPEDM-IU-1) • Explain business events and problems (EFPEDM-IU-2) • Divide problems and make possible solutions for them by using analytical methods and procedures (EFPEDM-IU-3) • Make solutions of developmental problems of a company or an institution (EFPEDM-IU-4) • Use resources of necessary data and/or information (EFPEDM-IU-5) • Produce scientific and professional achievements and

	<p>meets with methodology of scientific and research work in writing professional and research paperworks (EFPEMADM-IU-6)</p> <p>Learning outcomes for Marketing track:</p> <ul style="list-style-type: none"> • Organizes and do business markets researchs and develop innovation (EFPEMADM-IU-1) • Organizes sale function and sale management (EFPEMADM-IU-2) • Designs and use customer relations system with model solutions that can be applied in marketing practice (EFPEMADM-IU-3) • Make strategic plane for marketing activity (EFPEMADM-IU-4) • Use marketing communication in business (EFPEMADM-IU-5) <p>Learning outcomes for Management track:</p> <ul style="list-style-type: none"> • Analyze complex relations between investors, managers and other stakeholders (EFPEMEDM-IU-1) • Analyze elements of human resources managements, non-profit organisations, magamenets in international environment and apply it indevidually or as a team (EFPEMEDM-IU-2) • Analyze and evaluate business of a company, recognize risks and possibilities for their management (EFPEMEDM-IU-3) • Manage business processes (EFPEMEDM-IU-4) • Designs socially responsible business of public and private sector organizations (EFPEMEDM-IU-5) <p>Learning outcomes for Business Informatics track:</p> <ul style="list-style-type: none"> • Analyze and evaluate business of organizations and propose improvments of business system (EFPEPIDM-IU-1) • Apply methods and techniques of development of information and programe systems in contemporary environment (EFPEPIDM-IU-2) • Evaluate business processes and data in an organization (EFPEPIDM-IU-3) • Evaluate and apply quality management standards within the field of information and business systems (EFPEPIDM-IU-4) • Designs solutions in application of ICT and measure economic indicators in strategic planning of information system development (EFPEPIDM-IU-5) <p>Learning outcomes for Accounting and Finance:</p> <ul style="list-style-type: none"> • Analyze business of financial institutions and management regarding regulation and supervision and accounting monitoring of business (EFPERFDM-IU-1) • Analyze tax system and effects to business (EFPERFDM-IU-2) • Apply financial reporting methods in proces of merging and acquiring and calculate and compare performances
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	<p>of public and private sector (EFPERFDM-IU-3)</p> <ul style="list-style-type: none"> • Apply securities and derivatives evaluation methods and their accounting monitoring (EFPERFDM-IU-4) • Apply techniques of budgetary accounting, internal control and audit (EFPERFDM-IU-5)
Opportunities after graduation:	Graduated bachelors in economics are trained to independently perform complex tasks within the field of economics in economy and public sector.
Accreditation:	The University of Mostar received a Decision on institutional reaccreditation on 14 January 2020 from the competent Ministry of Education, Science, Culture and Sports of the HNŽ on the recommendation of the Agency for Development of Higher Education and Quality Assurance of BiH, after which the University was registered in the State Register of Accredited Higher Education Institutions.

3. BASIC CHARACTERISTICS OF THE STUDY PROGRAMME

3.1. Connection with the Development strategy of the University of Mostar

In the *Development Strategy of the University of Mostar 2018 – 2023* in the strategic area of education, several strategic goals are related to the curriculum and its elements.

Objective 1 defines that the University, in cooperation with stakeholders, will develop, approve, implement and continuously monitor and improve study programmes at all levels. The following tasks arise from clearly defined learning outcomes related to labour market needs, following the European Qualifications Framework (EQF):

- Task 1: clearly define the objectives and anticipated learning outcomes of each study programme and harmonize the content of the study programme with them, following the appropriate level of the European Qualifications Framework and the qualification standard
- Task 2: Introduce a transparent and consistent process of revision and improvement of study programmes with the participation of students and other stakeholders
- Task 5: ensure realistic allocation of ECTS credits, through a defined system of ECTS coordination at all study levels
- Task 6: improve the interdisciplinarity of all study programmes by enabling elective courses at the university level.

Objective 3 refers to the development of a wide network of teaching bases, including organizations from different areas of activity, to establish cooperation that will enable the connection of practice, science, art, and higher education. The following tasks arise from it:

- Task 2: increase the number of hours and the share of teaching practice in study programmes and the share of ECTS credits acquired by it
- Task 3: increase the number of bachelor/master papers related to the topic and content.

3.2. Compliance with the achievements of a certain scientific/artistic area and labour market and connection with the standards of occupations/qualifications

Objectives, competencies, and learning outcomes at the level of the study programme are defined in a way that is in line with the achievements of a particular scientific/artistic area and labour market and related to the standards of occupations/qualifications.

To harmonize with the achievements of the scientific/artistic area, the representatives of teachers in the Committee for the development of the revised curriculum and other teachers who participated in the development of syllabi for each course took into account current achievements and trends in scientific area social sciences, scientific field economics.

Also, student representatives and external users were appointed to the Committee for the development of the revised curriculum to harmonize with the labour market. Public hearing was organized with the participation of experts from practice and economics (Mepas d.o.o. Široki Brijeg, FIS d.o.o. Vitez, Savez računovođa, revizora i finansijskih djelatnika F BiH i dr.), and their suggestions were taken into account in the development of the curriculum.

Since no occupational standard or qualification standard has been defined at any level in BiH, the following documents have been taken into account Decision on the standard classification of

occupations in the FBiH (Official Gazette of the FBiH, Vol. XI, No. 40, No. 8, 2004), which lists occupations under the category "Gender 2. Experts and Scientists" - economist.

Jobs / competencies / learning outcomes from all the above documents are implemented in the competencies and learning outcomes at the study programme level listed in Chapter "2. General information about the study programme" and are realized in core courses, in order to ensure that all students achieve them with the acquired qualification. Coverage of learning outcomes at the level of study track with learning outcomes at the level of core courses is shown by the matrix of learning outcomes.

3.3. Comparability with study programmes in the country and abroad

The study programme is comparable with study programmes of faculties of economics in the country and in the Republic of Croatia.

Comparability is reflected exclusively in the competencies and learning outcomes at the level of study programmes and in the duration of studies, while the study programme retains its specifics mainly through the structure, course names, and ECTS credits.

3.4. Openness to student mobility

Student mobility is defined by the *Rulebook on international mobility*, which refers to administrative support for students, student mobility documents, insurance, method of application, the procedure for recognizing mobility and information package. The unique recognition methodology is defined at the university level by the Senate Decision on the adoption of a single form for the *Decision on recognition of courses, ECTS credits, grades, and professional practice during student*), which is recorded in the diploma supplement. Students can find information on mobility programmes and accompanying forms on the University's website and through vice-dean for international cooperation at the Faculty of Economics that forward information from the International Relations Office to student representatives.

3.5. Conditions for enrolment in the study programme and transfer from other study programmes

The *Rulebook on study* of the University of Mostar defines the right to enrol in undergraduate, graduate, and integrated study programmes, which is done through a public competition. The Senate, at the proposal of the scientific-teaching / artistic-teaching council of the organizational unit, and with the consent of the Governing Board of the University and the competent Ministry of Education, Science, Culture and Sports of HNŽ, announces a public tender. It is published on the website and bulletin board Faculty of Economics, which contains information on the conditions for enrolment, entrance examination, tuition fees, criteria for selecting candidates, and other information.

When transferring from other study programmes, a request is submitted to the dean at the Faculty of Economics, and the appropriate committee decides on the possibilities and conditions for enrolment.

3.6. Conditions for enrolment in the next semester and year of study and graduation

Conditions for enrolment in the next semester and higher year of study are defined by the *Rulebook on study* of the University of Mostar.

The study programme ends with writing and defending Master's thesis credited with 24 ECTS.

Manner and procedure of Master's thesis defence and its methodology of writing are defined by the Rulebook on Master's thesis of the Faculty of Economics University of Mostar.

3.7. Organization of the study programme

The study programme is organized as a two-year study in four semesters. Classes are held according to the schedule through weeks.

3.8. Structure of the study programme

Since the graduate university study programme Business economics – two-year study programme has study tracks Marketing, Management, Business Informatics and Accounting and Finance, the structure regarding relation between common obligatory courses and courses of a study track will be shown in the table.

The table overview of the structure that shows relation between obligatory and elective courses and courses of a study track:

ECTS by type of course	1. year		2. year	
	Winter semester	Summer semester	Winter semester	Summer semester
ECTS credits of the common core courses	12	12	4	30
ECTS credits of the common elective courses	6	6	0	0
ECTS credits of the courses from the study track	12	12	24	0
IN TOTAL	30	30	30	30

Table preview of the structure that refers to the number of hours of each type of class and classes in total, the number of hours of practice and the number of hours of independent work of a student in the total workload of a student:

Marketing track

Year of study: I.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM101	Macroeconomics	30	30	0	60	0	120	180	6
EFPEM102	Economic Policy	45	15	0	60	0	120	180	6
EFPEMADM101	Promotion	60	0	0	60	0	120	180	6
EFPEMADM102	Marketing of Business Markets	60	0	0	60	0	120	180	6
In total		195	45	0	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: I.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM201	International Business	60	0	0	60	0	120	180	6
EFPEM202	Public Finances	30	30	0	60	0	120	180	6
EFPEMADM201	Product Management	60	0	0	60	0	120	180	6
EFPEMADM202	Marketing Strategies	60	0	0	60	0	120	180	6
In total		210	30	0	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: II.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM301	Project Making	0	0	0	0	0	120	120	4
EFPEMADM301	Business Research	30	30	0	60	0	150	210	7
EFPEMADM302	Brand Management	60	0	0	60	0	150	210	7
EFPEMADM303	Marketing of Innovations	60	0	0	60	0	120	180	6
EFPEMADM304	Sale Management	60	0	0	60	0	120	180	6
In total		210	30	0	240	0	660	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Year of study: II.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM401	Methodology of Scientific and Research Work	45	0	0	45	0	75	120	4
EFPEM402	Review	0	0	0	0	0	60	60	2
EFPEM403	Master's Thesis	0	0	0	0	0	720	720	24
In total		45	0	0	45	0	855	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Management track

Year of study: I.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM101	Macroeconomics	30	30	0	60	0	120	180	6
EFPEDM102	Economic Policy	45	15	0	60	0	120	180	6
EFPEMEDM101	International Management	30	30	0	60	0	120	180	6
EFPEMEDM102	Management of Non-profit Organizations	30	15	15	60	0	120	180	6
In total		135	90	15	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: I.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM201	International Business	60	0	0	60	0	120	180	6
EFPEDM202	Public Finances	30	30	0	60	0	120	180	6
EFPEMEDM201	Strategic Management	30	30	0	60	0	120	180	6
EFPEMEDM202	Organization Design Methodology	30	0	0	30	0	150	180	6
In total		150	60	0	210	0	510	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: II.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEMDM301	Project Making	0	0	0	0	0	120	120	4
EFPEMEDM301	Human Resources Strategic Management	30	0	0	30	0	180	210	7
EFPEMEDM302	Leadership	45	0	15	60	0	150	210	7
EFPEMEDM303	Management in Public Administration	60	0	0	60	0	120	180	6
EFPEMEDM304	Business Processes Management	30	30	0	60	0	120	180	6
In total		165	30	15	210	0	690	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Year of study: II.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEMDM401	Methodology of Scientific and Research Work	45	0	0	45	0	75	120	4
EFPEMDM402	Review	0	0	0	0	0	60	60	2
EFPEMDM403	Master's Thesis	0	0	0	0	0	720	720	24
In total		45	0	0	45	0	855	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Business Informatics track

Year of study: I.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM101	Macroeconomics	30	30	0	60	0	120	180	6
EFPEDM102	Economic Policy	45	15	0	60	0	120	180	6
EFPEPIDM101	Electornic and Mobile Business	30	30	0	60	0	120	180	6
EFPEPIDM102	Software Engineering	30	30	0	60	0	120	180	6
In total		135	105	0	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: I.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM201	International Business	60	0	0	60	0	120	180	6
EFPEDM202	Public Finances	30	30	0	60	0	120	180	6
EFPEPIDM201	Business Intelligence	30	30	0	60	0	120	180	6
EFPEPIDM202	Artificial Intelligence in Business	30	15	0	45	0	135	180	6
In total		150	75	0	225	0	495	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: II.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM301	Project Making	0	0	0	0	0	120	120	4
EFPEPIDM301	Business Data Management	30	30	0	60	0	150	210	7
EFPEPIDM302	Business Processes Management Systems	30	30	0	60	0	150	210	7
EFPEPIDM303	Knowledge Discovery in Databases	30	30	0	60	0	120	180	6
EFPEPIDM304	Information Management	30	30	0	60	0	120	180	6
In total		120	120	0	240	0	660	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Year of study: II.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM401	Methodology of Scientific and Research Work	45	0	0	45	0	75	120	4
EFPEDM402	Review	0	0	0	0	0	60	62	2
EFPEDM403	Master's Thesis	0	0	0	0	0	720	720	24
In total		45	0	0	45	0	855	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Accounting and Finance track

Year of study: I.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM101	Macroeconomics	30	30	0	60	0	120	180	6
EFPEDM102	Economic Policy	45	15	0	60	0	120	180	6
EFPERFDM101	Bank Management	45	15	0	60	0	120	180	6
EFPERFDM102	Audit	30	30	0	60	0	120	180	6
In total		150	90	0	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: I.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEDM201	International Business	60	0	0	60	0	120	180	6
EFPEDM202	Public Finances	30	30	0	60	0	120	180	6
EFPERFDM201	Managerial Accounting	60	0	0	60	0	120	180	6
EFPERFDM202	EU Fiscal Policy	30	30	0	60	0	120	180	6
In total		180	60	0	240	0	480	720	24
ECTS for core courses									24
ECTS for elective courses									6
ECTS IN TOTAL									30

Year of study: II.									
Winter semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM301	Project Making	0	0	0	0	0	120	120	4
EFPERFDM301	Comparative Fiscal Systems	30	30	0	60	0	150	210	7
EFPERFDM302	International Financial Management	30	30	0	60	0	150	210	7
EFPERFDM303	Financial Reporting and Audit	30	30	0	60	0	120	180	6
EFPERFDM304	Strategic Accounting	60	0	0	60	0	120	180	6
In total		150	90	0	240	0	660	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

Year of study: II.									
Summer semester									
Course code	Course title	Teaching hours			I. Teaching, in total	II. Hours of practice	III. Independent work	Workload hours, in total (I.+II.+III.)	ECTS
		L	T	S					
EFPEM401	Methodology of Scientific and Research Work	45	0	0	45	0	75	120	4
EFPEM402	Review	0	0	0	0	0	60	60	2
EFPEM403	Master's Thesis	0	0	0	0	0	720	720	24
In total		45	0	0	45	0	855	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS IN TOTAL									30

3.9. The optimal number of enrolled students concerning space, equipment, and number of teachers

Enrolment quotas before the beginning of each academic year are adopted by the Governing Board of the University, at the proposal of the Senate, and with the consent of the competent ministry.

Students can study as full-time or part-time students. Full-time students are those who study according to the programme with a full teaching schedule. Full-time students pay their costs by themselves. Part-time students are students who attend the study programme in addition to work or other activities.

3.10. Resources required to conduct the study programme

Teachers from the University and teachers from reference higher education institutions in academic ranks from the relevant scientific area, field, and branch participate in the implementation of the study programme. Data on the structure of teaching staff by rank and education, gender and age structure, scientific research productivity, mobility, and project activities of teaching staff are regularly monitored through the bodies from the quality assurance system. These data are processed at the level of the study programme and organizational unit, and are published in annual reports.

Physical resources for study programme at the Faculty of Economics are classrooms with classical and modern audio and visual equipment, IT equipment with two students the most at one computer, library – IT centre.

3.11. Study programme quality assurance system

The purpose, goal, structure, operation and areas of evaluation of the quality assurance system of the University of Mostar are defined by the *Rulebook on the structure and operation of the quality assurance system of the University of Mostar*.

According to the *Rulebook*, the quality assurance system at the University of Mostar consists of permanent bodies of the quality assurance system at the university level: the Quality Assurance and Improvement Committee and the Quality Assurance and Improvement Office. The Faculty of Economics includes the Quality Assurance and Improvement Committee, which consists of the Vice-Dean for academic affairs, the Quality Coordinator, the representative of the teaching staff, the student representative, and the representative of the administrative and technical staff. The Quality Coordinator at the Faculty of Economics is also a member of the Quality Assurance and Improvement Committee.

The *Rulebook* defines the competencies and activities of each body from the quality assurance system. Bodies from the quality assurance system carry out regular activities defined by the *University Quality Assurance Manual at the University of Mostar*, which relate to conducting surveys and monitoring and data processing. Based on the implemented activities, annual reports are prepared at the level of the study programme, organizational unit, and the University.

3.12. Matrix of learning outcomes

Table 1. Matrix of learning outcome of Marketing track

IU-EFPEDM IU-predmet	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5	EFPEDM-6	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5
EFPEDM101	x		x								
EFPEDM102	x	x	x	x		x					
EFPEDM201			x								
EFPEDM202	x										
EFPEDM301					x	x					
EFPEDM401					x	x					
EFPEDM402					x	x					
EFPEDM403	x	x	x	x	x	x	x	x	x	x	x
EFPEDM101		x					x			x	x
EFPEDM102					x					x	
EFPEDM201										x	
EFPEDM202					x					x	
EFPEDM301	x						x				
EFPEDM302		x			x						
EFPEDM303							x				
EFPEDM304								x			

Table 2. Matrix of learning outcome of Management track

IU-EFPEDM IU-predmet	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5	EFPEDM-6	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5
EFPEDM101	x		x								
EFPEDM102	x	x	x	x		x					x
EFPEDM201			x								
EFPEDM202	x										
EFPEDM301					x	x					
EFPEDM401					x	x					
EFPEDM402					x	x					
EFPEDM403	x	x	x	x	x	x	x	x	x	x	x
EFPEDM101							x	x		x	
EFPEDM102		x						x		x	
EFPEDM201							x	x	x	x	
EFPEDM202										x	
EFPEDM301								x			
EFPEDM302								x		x	
EFPEDM303				x						x	x
EFPEDM304										x	

Table 3. Matrix of learning outcome of Business Informatics track

IU-EFPEDM IU-predmet	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5	EFPEDM-6	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5
EFPEDM101	x		x								
EFPEDM102	x	x	x	x		x					
EFPEDM201			x								
EFPEDM202	x										
EFPEDM301					x	x					
EFPEDM401					x	x					
EFPEDM402					x	x					
EFPEDM403	x	x	x	x	x	x	x	x	x	x	x
EFPEPIDM101							x				x
EFPEPIDM102							x	x	x		x
EFPEPIDM201							x	x	x		x
EFPEPIDM202			x		x						x
EFPEPIDM301							x	x	x		x
EFPEPIDM302							x	x			
EFPEPIDM303			x		x			x			
EFPEPIDM304										x	x

Table 4. Matrix of learning outcome of Accounting and Finance track

IU-EFPEDM IU-predmet	EFPEDM-1	EFPEDM-2	EFPEDM-3	EFPEDM-4	EFPEDM-5	EFPEDM-6	EFPERFDM-1	EFPERFDM-2	EFPERFDM-3	EFPERFDM-4	EFPERFDM-5
EFPEDM101	x		x								
EFPEDM102	x	x	x	x		x					
EFPEDM201			x								
EFPEDM202	x							x			
EFPEDM301					x	x					
EFPEDM401					x	x					
EFPEDM402					x	x					
EFPEDM403	x	x	x	x	x	x	x	x	x	x	x
EFPERFDM101			x				x				
EFPERFDM102		x			x						x
EFPERFDM201			x				x				
EFPERFDM202	x							x			
EFPERFDM301	x							x			
EFPERFDM302		x	x	x			x		x		
EFPERFDM303		x			x				x	x	
EFPERFDM304			x				x				

4. STUDY PLAN

Marketing track

Year of study: I.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEM101	Macroeconomics	Core	30	30	0	0	6
EFPEM102	Economic Policy	Core	45	15	0	0	6
EFPEMADM101	Promotion	Core	60	0	0	0	6
EFPEMADM102	Marketing of Business Markets	Core	60	0	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: I.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEM201	International Business	Core	60	0	0	0	6
EFPEM202	Public Finances	Core	30	30	0	0	6
EFPEMADM201	Product Management	Core	60	0	0	0	6
EFPEMADM202	Marketing Strategies	Core	60	0	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: II.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEM301	Project Making	Core	0	0	0	0	4
EFPEMADM301	Business Research	Core	30	30	0	0	7
EFPEMADM302	Brand Management	Core	60	0	0	0	7
EFPEMADM303	Marketing of Innovations	Core	60	0	0	0	6
EFPEMADM304	Sale Management	Core	60	0	0	0	6
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Year of study: II.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM401	Methodology of Scientific and Research Work	Core	45	0	0	0	4
EFPEDM402	Review	Core	0	0	0	0	2
EFPEDM403	Master's Thesis	Core	0	0	0	0	24
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Management track

Year of study: I.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM101	Macroeconomics	Core	30	30	0	0	6
EFPEDM102	Economic Policy	Core	45	15	0	0	6
EFPEMEDM101	International Management	Core	30	30	0	0	6
EFPEMEDM102	Management of Non-profit Organisation	Core	30	15	15	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: I.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM201	International Business	Core	60	0	0	0	6
EFPEDM202	Public Finances	Core	30	30	0	0	6
EFPEMEDM201	Strategic Management	Core	30	30	0	0	6
EFPEMEDM202	Organisation Design Methodology	Core	30	0	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: II.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM301	Project Making	Core	0	0	0	0	4
EFPEMEDM301	Human Resources Strategic Management	Core	30	0	0	0	7
EFPEMEDM302	Leadership	Core	45	15	0	0	7
EFPEMEDM303	Management in Public Administration	Core	60	0	0	0	6
EFPEMEDM304	Business Processes Management	Core	30	30	0	0	6
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Year of study: II.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM401	Methodology of Scientific and Research Work	Core	45	0	0	0	4
EFPEDM402	Review	Core	0	0	0	0	2
EFPEDM403	Master's Thesis	Core	0	0	0	0	24
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Business Informatics track

Year of study: I.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM101	Macroeconomics	Core	30	30	0	0	6
EFPEDM102	Economic Policy	Core	45	15	0	0	6
EFPEPIDM101	Electronic and Mobile Business	Core	30	30	0	0	6
EFPEPIDM102	Software Engineering	Core	30	30	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: I.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM201	International Business	Core	60	0	0	0	6
EFPEDM202	Public Finances	Core	30	30	0	0	6
EFPEPIDM201	Business Intelligence	Core	30	30	0	0	6
EFPEPIDM202	Artificial Intelligence in Business	Core	30	15	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: II.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM301	Project Making	Core	0	0	0	0	4
EFPEPIDM301	Business Data Management	Core	30	30	0	0	7
EFPEPIDM302	Business Processes Management Systems	Core	30	30	30	30	7
EFPEPIDM303	Knowledge Discovery in Databases	Core	30	30	0	0	6
EFPEPIDM304	Information Management	Core	30	30	0	0	6
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Year of study: II.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM401	Methodology of Scientific and Research Work	Core	45	0	0	0	4
EFPEDM402	Review	Core	0	0	0	0	2
EFPEDM403	Master's Thesis	Core	0	0	0	0	24
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Accounting and Finance track

Year of study: I.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM101	Macroeconomics	Core	30	30	0	0	6
EFPEDM102	Economic Policy	Core	45	15	0	0	6
EFPERFDM101	Bank Management	Core	45	15	0	0	6
EFPERFDM102	Audit	Core	30	30	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: I.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM201	International Business	Core	60	0	0	0	6
EFPEDM202	Public Finances	Core	30	30	0	0	6
EFPERFDM201	Managerial Accounting	Core	60	0	0	0	6
EFPERFDM202	EU Fiscal Policy	Core	30	30	0	0	6
ECTS for common core courses							24
ECTS for common elective courses							6
ECTS IN TOTAL							30

Year of study: II.							
Winter semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM301	Project Making	Core	0	0	0	0	4
EFPERFDM301	Comparative Fiscal Systems	Core	30	30	0	0	7
EFPERFDM302	International Financial Management	Core	30	30	0	0	7
EFPERFDM303	Financial Reporting and Audit	Core	30	30	0	0	6
EFPERFDM304	Strategic Accounting	Core	60	0	0	0	6
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30

Year of study: II.							
Summer semester							
Course code	Course title	Course status	Teaching hours			Hours of practice	ECTS
			l	t	s		
EFPEDM401	Methodology of Scientific and Research Work	Core	45	0	0	0	4
EFPEDM402	Review	Core	0	0	0	0	2
EFPEDM403	Master's Thesis	Core	0	0	0	0	24
ECTS for common core courses							30
ECTS for common elective courses							0
ECTS IN TOTAL							30