



ACADEMIC OFFER 2020-2021

| Masters | Courses | Semester I | Semester II | ECTS |
|-----------------------|---|-------------------|--------------------|-------------|
| Auditing and Taxation | Accounting Quality | | X | 3 |
| Business Economics | Business Econometrics | X | | 6 |
| Business Economics | Business Macroeconomics | X | | 6 |
| Business Economics | Business Microeconomics | X | | 6 |
| Business Economics | Business Strategy | X | | 6 |
| Business Economics | Business & Innovation - Elective | | X | 6 |
| Business Economics | Financial Economics | | X | 6 |
| Business Economics | Human Resources Economics and Management | | X | 6 |
| Business Economics | International Business | | X | 6 |
| Business Economics | Sustainability & Business Innovation - Elective | | X | 6 |
| Finance | Finance | X | | 6 |
| Finance | Financial Statement Analysis and Performance | X | | 6 |

| Masters | Courses | Semester I | Semester II | ECTS |
|----------------------------|---|-------------------|--------------------|-------------|
| Finance | Fixed Income | X | | 6 |
| Finance | Quantitative Methods in Finance | X | | 6 |
| Finance | Valuation | X | | 6 |
| Finance | Advanced Topics in Finance - Elective | | X | 3 |
| Finance | Corporate Financial Strategy | | X | 6 |
| Finance | Financial Derivatives and Risk Management | | X | 6 |
| Finance | Financial Intermediation - Elective | | X | 3 |
| Finance | International Financial Management - Elective | | X | 3 |
| Finance | Research Methods | | X | 6 |
| Human Resources Management | Strategic Management in HRM | X | | 6 |
| Management | Operations Management | X | | 6 |
| Management | Personnel Management | X | | 6 |
| Management | Design Thinking - Elective | | X | 6 |
| Management | Entrepreneurship and Opportunity Recognition - Elective | | X | 6 |
| Management | International Business Law | | X | 6 |

| Masters | Courses | Semester I | Semester II | ECTS |
|----------------------------------|--|-------------------|--------------------|-------------|
| Management - Business Analytics | Business Analytics | | X | 6 |
| Management - Business Analytics | Business Intelligence | | X | 6 |
| Management - Business Analytics | Data Mining | | X | 6 |
| Management - Business Analytics | Optimization Models | | X | 6 |
| Management - Business Analytics | Regression Analysis and Multivariate Data Analysis | | X | 6 |
| Management - Services Management | Information Technology and E-Business | | X | 6 |
| Management - Services Management | Management of Innovation in Services | | X | 6 |
| Management - Services Management | Project Management | | X | 6 |
| Management - Services Management | Quality Management and Lean Thinking | | X | 6 |
| Management - Services Management | Services Management | | X | 6 |
| Marketing | Advanced Topics in Marketing | X | | 6 |
| Marketing | Advertising | X | | 3 |
| Marketing | Brand Management | X | | 6 |
| Marketing | Consumer Behaviour | X | | 3 |
| Marketing | Market Research | X | | 6 |

| Masters | Courses | Semester I | Semester II | ECTS |
|-------------------|------------------------------------|-------------------|--------------------|-------------|
| Marketing | Strategy and Organization | X | | 6 |
| Marketing | International Marketing | | X | 6 |
| Marketing | Marketing Communications | | X | 3 |
| Marketing | Marketing Automation | | X | 3 |
| Marketing | Pricing | | X | 3 |
| Marketing | Services Marketing | | X | 3 |
| Marketing | Digital Business Models - Elective | | X | 3 |
| Marketing | E-Commerce - Elective | | X | 3 |
| Marketing | E-Content Marketing - Elective | | X | 3 |
| Marketing | Sales Management - Elective | | X | 3 |
| Marketing | Search Marketing - Elective | | X | 3 |
| Total ECTS | | 102 | 171 | 273 |