

COURSE STRUCTURE

2025-11058 Business adminstration (marketing) (AZ) Master

| 1            |             |                             |    |     |      | 2                                                                                   |             |                            |    |     |      |
|--------------|-------------|-----------------------------|----|-----|------|-------------------------------------------------------------------------------------|-------------|----------------------------|----|-----|------|
| No           | Course code | Title                       | Th | Pr  | Ects | No                                                                                  | Course code | Title                      | Th | Pr  | Ects |
| 1            | Bi 529      | Principles of marketing     | 3  | 0+0 | 8    | 1                                                                                   | Bi 548      | Project Management         | 3  | 0+0 | 6    |
| 2            | Bi 537      | Business management         | 3  | 0+0 | 8    | 2                                                                                   | Bi 528      | Supply Chain Management    | 3  | 0+0 | 8    |
| 3            | IQT 534     | Academic writing and ethics | 3  | 0+0 | 6    | 3                                                                                   | Bi 546      | Marketing Research         | 3  | 0+0 | 8    |
| 4            | XXX XXX     | [ AE ] Elective courses #1  | 3  | 0+0 | 8    | 4                                                                                   | XXX XXX     | [ AE ] Elective courses #2 | 3  | 0+0 | 8    |
| Subtotal: 30 |             |                             |    |     |      | Subtotal: 30                                                                        |             |                            |    |     |      |
| 3            |             |                             |    |     |      |  |             |                            |    |     |      |
| No           | Course code | Title                       | Th | Pr  | Ects |                                                                                     |             |                            |    |     |      |
| 1            | Bi 670      | Pedagogical Study           | 0  | 0+0 | 6    |                                                                                     |             |                            |    |     |      |
| 2            | Bi 617      | Retailing                   | 3  | 0+0 | 8    |                                                                                     |             |                            |    |     |      |
| 3            | Bi XXX      | [ AE ] Elective courses #4  | 3  | 0+0 | 8    |                                                                                     |             |                            |    |     |      |
| 4            | XXX XXX     | [ AE ] Elective courses #3  | 3  | 0+0 | 8    |                                                                                     |             |                            |    |     |      |
| Subtotal: 30 |             |                             |    |     |      |                                                                                     |             |                            |    |     |      |

Total ECTS credits: 90

| AE - Area Elective Courses |             |                                           |    |     |      |  |
|----------------------------|-------------|-------------------------------------------|----|-----|------|--|
| No                         | Course code | Title                                     | Th | Pr  | Ects |  |
| 1                          | IQT 665     | business economics                        | 3  | 0+0 | 8    |  |
| 2                          | Bi 539      | Management of the Organizational Behavior | 3  | 0+0 | 8    |  |
| 3                          | Bi 532      | Marketing Communications                  | 3  | 0+0 | 8    |  |

