

European Business Administration curriculum 2009-

YEAR 1

1st year, autumn semester

Introduction to Economics 1	3
Introduction to Financial Accounting	3
Gateway to Business Studies	3
Foundations of Management 1	3
Introduction to Marketing	3
Introduction to European Markets	3
Culture in Business	3
Introduction to Business Operations	3
Information Technology 1	3
Language	3
TOTAL autumn	30

1st year, spring semester

Introduction to Economics 2	3
Introduction to Management Accounting	3
Business Communication 1	3
Foundations of Management 2	3
International Marketing	3
Business Law in Practice	3
Introduction to Business Law	3
Business Mathematics	3
Information Technology 2	3
Language	3
TOTAL spring	30

YEAR 2

2nd year, autumn semester

Contemporary Economic Issues	5
Corporate Finance	3
Business Communication 2	3
Management and Organisations 1	3
SME Management	5
Sustainable Entrepreneurship	3
European Business Practice	3
Language	3
TOTAL autumn	30

2nd year, spring semester

Financial Risk Management	3
Managerial Communication	3
Management and Organisations 2	3
International Strategic Planning	3
Integrated Project Management	5
European Law and Business	5
Quantitative Analysis	3
Business Ethics	3
Language	3
TOTAL spring	31

YEAR 3

ACADEMIC YEAR IN PARTNER UNIVERSITY

University of Hertfordshire
Hatfield, UK

University of Wolverhampton
Telford, UK

INHOLLAND University of Applied Sciences,
Amsterdam, Netherlands (2nd year)

Krems University of Applied Sciences
Krems, Austria

TOTAL 60 ECTS

YEAR 4

4th year, autumn semester

Work Placement	30
TOTAL autumn	30

4th year, spring semester

Dissertation	15
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Electives

The European Business Area	5
Strategic Management - Context and Analysis	5
Strategic Management in Action	5
Corporate Strategy	5
Integrated Professional Communication	3
Political Economy of Finance	5
Advanced Digital Marketing	5
Global Political Economy	5
Innovation Project	5
Marketing Research	5
Language	3
International Investments	5
TOTAL spring (10-25 as electives)	56

