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It is brought to your kind notice that information which is below could be changed according to unforeseen circumstances.

INSTRUCTION ON CHOOSING THE MODULES CORRECTLY

Below are provided six MODULE GROUPS that amount to 30 credits. You should choose one of these module group as a whole.

NOTE: You cannot take one separate module *(for example Creativity from group N1)* from one module group and second separate module *(for example Business Information Systems from group N3)* from another module group. In other words, the proposed module groups are undivided.

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! If you choose module group N2 or N5 instead of third module you will see the following note:

Free Elective Subjects – FES (10 ECTS)
*Choose from the FES list

It means you should choose 3 free elective subjects from the elective subjects' list provided at the end of the page. The three chosen subjects should amount to 10 ECTS.

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HOW TO INCLUDE MODULES IN YOUR LEARNING AGREEMENT (OLA/LA) CORRECTLY

When you are choosing module group N1, N3, N4 or N6 use this the example, which is made on the basis of module group N1:

Table A	Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits (or equivalent) to be awarded by the Receiving Institution upon successful completion
		Creativity		10
		Tourism Business		10
		Management		10

When you are choosing module group N2 or N5, use this the example, which is made on the basis of module group N3:

Table A	Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits (or equivalent) to be awarded by the Receiving Institution upon successful completion
		Business Information Systems		10
		International Marketing and Sales		10
		Name of FLS 1		3
		Name of FLS 2		3
		Name of FLS 3		4

NO.	CREATIVITY AND BUSINESS INNOVATIONS ORGANIZATION MANAGEMENT ADVERTISING MANAGEMENT PUBLIC RELATIONS INTERNATIONAL BUSINESS HOTEL AND RESTAURANT BUSINESS TOURISM MANAGEMENT
	AUTUMN SEMESTER
	MODULES
N1 module group "Business, Entrepreneurship, and Communication" 30 ECTS	**Entrepreneurial Behaviour and Characteristics (10 ECTS):** - *Entrepreneurship (4 ECTS)* - *Risk Management (3 ECTS)* - *Business Psychology (3 ECTS)* The aim of this module is to develop skills to understand and cultivate entrepreneurial mindsets, behaviors, and personal characteristics, including opportunity recognition, creativity, resilience, risk management, leadership, and ethical decision-making, in order to effectively initiate and manage entrepreneurial ventures.
	Sales and Market Mechanisms (10 ECTS): - *Marketing (4 ECTS)* - *Sales (3 ECTS)* - *Consumer Behaviour (3 ECTS)* The aim of this module is to develop skills to understand and apply core sales principles and market mechanisms, analyze customer behavior and market dynamics, design effective pricing and distribution strategies, and make data-driven decisions to optimize sales performance and competitive positioning.
	Communication (10 ECTS): - *Organizational Communication (4 ECTS)* - *Public Speaking (2 ECTS)* - *Intercultural Communication (4 ECTS)* The aim of this subject is to develop skills in effective oral, written, and interpersonal communication, including active listening, persuasive messaging, presentation techniques, cross-cultural communication, and professional interaction, to support collaboration, leadership, and successful engagement in academic and business environments.
N2 module group "Innovation and International Business Management" 30 ECTS	**Innovations and New Product Development (10 ECTS):** - *Innovations (5 ECTS)* - *Project Management (5 ECTS)* The aim of this module is to develop innovation management and project management skills.
	Organising International Business (10 ECTS): - *International Finance and Investment (3 ECTS)* - *International Trade (4 ECTS)* - *Supply Chain Management (3 ECTS)* The aim of this module is to provide students knowledge and to develop practical skills that would allow them to create and run international trade companies using the opportunities of international finance and investment, by planning supply processes and by applying the principles of international trade.

	Free Elective Subjects – FES (10 ECTS) *Choose from the FES list one option of 6 ECTS and one option of 4ECTS.
N3 **module group** **"Business Systems, International Marketing and Communication"** 30 ECTS	**Business Information Systems (10 ECTS):** - *Business Analytics (4 ECTS)* - *Computerized Business Management (3 ECTS)* - *Business Information Management (3 ECTS)* The aim of this module is to create opportunities for students to acquire competences in the use of information communication systems for business management.
	International Marketing and Sales (10 ECTS): - *International Marketing (4 ECTS)* - *International Enterprise (3 ECTS)* - *Sales (3 ECTS)* The aim of this module is to get students acquainted with specifics of sales management, to provide knowledge about principles of international marketing and management of international companies, to form their application skills for successful business development.
	Communication (10 ECTS): - *Intercultural Communication (4 ECTS)* - *Public Speaking (3 ECTS)* - *Speciality Language (3 ECTS)* The aim of this module is to develop the skills of correct professional language, public speaking and communication in a multicultural environment.
N4 **module group** **"Tourism, Research, and Communication"** 30 ECTS	**Tourism Services and Meeting Industry (10 ECTS):** - *Transport Services (2 ECTS)* - *Accommodation Services (3 ECTS)* - *Catering Services (2 ECTS)* - *Meeting Industry (3 ECTS)* The aim of this module is to develop skills to understand and manage tourism services and the meetings, incentives, conferences, and exhibitions industry, including service design, customer experience management, event planning and operations, destination marketing, and sustainability practices within the tourism and meeting sector.
	Research Methodology (10 ECTS): - *Research Methodology (4 ECTS)* - *Economics Statistics (4 ECTS)* - *Business Information Management (2 ECTS)* The aim of this module is to develop skills to design, conduct, and evaluate applied business research, including formulating research questions, selecting appropriate qualitative and quantitative methods, collecting and analyzing data, and critically interpreting results in a rigorous and ethical manner.
	Communication (10 ECTS): - *Intercultural Communication (4 ECTS)* - *Public Speaking (3 ECTS)* - *Speciality Language (3 ECTS)* The aim of this module is to develop the skills of correct professional language, public speaking and communication in a multicultural environment.
N5 **module group**	**Marketing and Sales (10 ECTS):** - *E-Marketing and AI Tools (3 ECTS)* - *Marketing (4 ECTS)*

Marketing, Sales, and Sustainability 30 ECTS	*- Sales (3 ECTS)* The aim of this module is to develop the competencies to apply marketing principles and to conduct marketing research in hospitality and tourism sector.
	Sustainable Development (10 ECTS): *- Socially Responsible Business (4 ECTS)* *- Business Ethics (4 ECTS)* *- Labour and Civil Security (2 ECTS)* The aim of this module is to develop competencies related to the cases of the implementation of social responsibility in organizations, the benefits of social responsibility for business and society ethical problems and their solutions are analysed.
	Free Elective Subjects – FES (10 ECTS) *Choose from the FES list one option of 6 ECTS and one option of 4ECTS.
N6 **module group** **"Hospitality Management, Research, and Communication"** 30 ECTS	**Hospitality Project Management (10 ECTS):** *- Conference, Event and Entertainment Management (4 ECTS)* *- Leisure Management (2 ECTS)* *- World Countries Dining Technology (2 ECTS),* *- Creativity (2 ECTS)* The aim of this module is to develop skills to plan, organize, and manage hospitality projects, with a focus on conferences, events, and entertainment management, leisure management, world countries' dining technologies, and creativity, enabling students to coordinate operations, manage resources, deliver high-quality guest experiences, and apply innovative and culturally informed solutions within the hospitality industry.
	Research Methodology (10 ECTS): *- Research Methodology (4 ECTS)* *- Economics Statistics (4 ECTS)* *- Business Information Management (2 ECTS)* The aim of this module is to develop skills to design, conduct, and evaluate applied business research, including formulating research questions, selecting appropriate qualitative and quantitative methods, collecting and analyzing data, and critically interpreting results in a rigorous and ethical manner.
	Communication (10 ECTS): *- Intercultural Communication (4 ECTS)* *- Public Speaking (3 ECTS)* *- Speciality Language (3 ECTS)* The aim of this module is to develop the skills of correct professional language, public speaking and communication in a multicultural environment.

*FREE ELECTIVE SUBJECTS 6 ECTS	
FES 1	**AI for Start-Ups (6 ECTS)** The aim of this subject is to develop skills to apply AI for the development of a Minimum Viable Product (MVP), validation of business ideas through targeted market research, and crafting effective business models.
FES 2	**Harassment and Mobbing Prevention (6 ECTS)** The aim of this subject is to develop skills to recognize, prevent, and address harassment and mobbing in organizational and social contexts, promote respectful and inclusive workplaces, understand legal and ethical frameworks, and design effective prevention and intervention strategies that foster psychological safety and well-being.
FES 3	**Visual and AI Solutions for Business (6 ECTS)** The aim of this subject is to develop skills to plan and implement unique, interesting and innovative visual solutions for business. Students will use Adobe Photoshop and CorelDraw programs and various AI tools.

FES 4	**Visual Content for Social Media (6 ECTS)** The aim of this subject is to develop skills to create visual content for social media to foster communication on social networks.

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*FREE ELECTIVE SUBJECTS 4 ECTS

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FES 5	**Business to Business Marketing (4 ECTS)** The aim of this subject is to develop the competencies to apply B2B marketing principles and to conduct B2B market research for efficient marketing strategy development, planning, implementation, and control.
FES 6	**Discrimination-Free Studies and Workplace (4 ECTS)** The aim of this subject is to develop students' abilities to recognize discrimination and create conditions for the implementation of equal opportunities.
FES 7	**Integrated Marketing Communication Strategy (4 ECTS)** The aim of this subject is to develop skills to plan a set of marketing communication tools to effectively and efficiently meet a brand's needs and to maximize its opportunities in a competitive environment.
FES 8	**Organizing Niche Tourism (4 ECTS)** The aim of this subject is to provide theoretical knowledge of Niche travel types, specifics, organization, existing and potential services and to develop skills of niche tourism service management.