

International Business and Communication

The International Business and Communication programme aims to introduce business from all angles – communication, marketing, social responsibility, and international economics. During your studies, you will learn about the world economy and discuss political leaders' decisions and their impact on the economy and individual companies. These discussions will be based on real-life examples, such as Donald Trump's trade policies or Brexit. This program will prepare you for a career in marketing, communications, public relations, sales, or human resources at any multinational company.

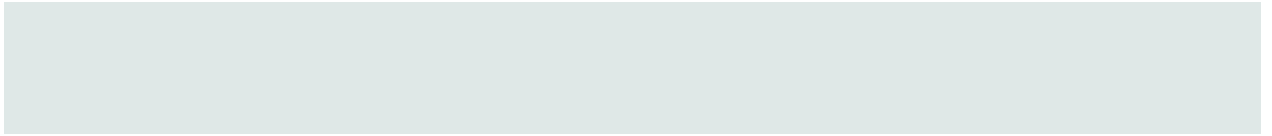
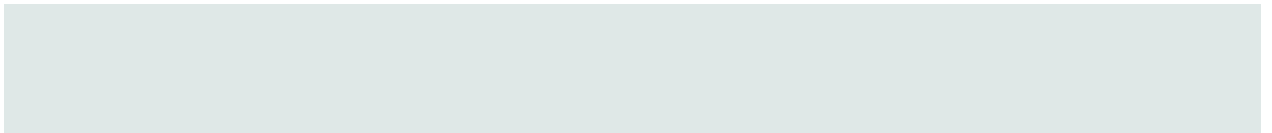
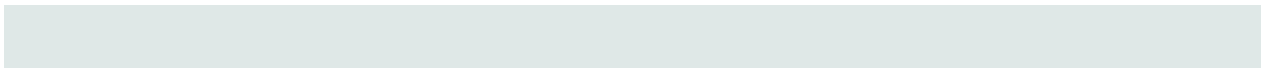
Subjects

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International Negotiations (MNG173)

International Business Communication (MNG140)

International Business (MNG108)

International Marketing (MNG124)**Social Responsibility and Ethics in Global Business (MNG123)****International Economics and Trade (ECO104)**

1 year
1 semester

Logical Argumentation (MNG241)

Marketing Principles (MNG103)

Principles of Finance (FIN114)

Mathematical Analysis (FUN101, EN)

Academic Writing and Presentation Skills (HUM108, EN)

Principles of Economics, Business and Management (MNG101)

2 semester

Microeconomics (ECO101, IBC)

Organizational Behavior (MNG107)

Quantitative Decision Making (FUN118, EN)

Financial Accounting (FIN101, EN)

Elective course

2 year

1 semester

Business Ethics and Sustainability (MNG239)

Statistical Data Analysis (FUN107, TVK, ITV, VVA)

Macroeconomics (ECO102, TVK)

Business Research Methods (MNG165)

International Business (MNG108)

2 semester

International Economics and Trade (ECO121)

Communication Theories (MNG242)

International Negotiations (MNG173)

International Marketing (MNG124)

E-Commerce (MNG154)

3 year

1 semester

Global Supply Chain Management (MNG243)

Corporate Governance and Business Law (MNG240)

International Business Communication (MNG140)

Strategic Management (MNG109)

Elective course

2 semester

Elective course

4 year

1 semester

Internship (MNG155)

Bachelor Thesis (MNG157)