



ACHIEVING
EXCELLENCE
TOGETHER

PROGRAMI I CIKLUSA STUDIJA



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 Univerziteta u Sarajevu

Univerzitet u Sarajevu - Ekonomski fakultet

Kao vodeća javna institucija u oblasti ekonomije i menadžmenta, Ekonomski fakultet Univerziteta u Sarajevu osigurava edukaciju na svim nivoima (I, II, III ciklusa studija i cjeloživotno učenje) i u ključnim područjima specijalizacije. Ekonomski fakultet je internacionalizirao programe uvođenjem smjerova na engleskom jeziku na svim nivoima studija. Uveden je niz zajedničkih studijskih programa s renomiranim univerzitetima iz inostranstva. Razvoj programa čini važan dio strategije Ekonomskog fakulteta jer podržava internacionalizaciju, uključenost poslovne zajednice i postizanje izvrsnosti.

University of Sarajevo - School of Economics and Business

As the leading national institution in business and economics, The School of Economics and Business at the University of Sarajevo (SEBS) provides education at all levels (undergraduate, graduate, doctoral and lifelong learning) and in most key areas of specialisation. The SEBS decided to internationalise its programmes by introducing an extensive number of English tracks at all levels of study. It has introduced a number of double and joint degree programmes with renowned schools abroad. Programme development forms an important part of the SEBS's strategy as it supports internationalisation, the involvement of the business community, and the achieving of excellence.



*AACSB akreditacija svrstava EFSA među 5% najboljih ekonomskih fakulteta i poslovnih škola u svijetu

5%

*EFSA pripada
 zajednici od 5%
 najboljih poslovnih
 škola i fakulteta
 u svijetu



FAKULTET
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1952.

ACHIEVING
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PROGRAMMES IN ENGLISH LANGUAGE

FINANCIAL AND MARKETING MANAGEMENT

A three-year study program in English language. The program lasts for six semesters and has the overall of 180 ECTS credits, including the internship and diploma paper. In the fifth semester, the students are offered two concentrations: Financial Management and Marketing Management. This program has EMFD Bachelor accreditation granted by the most prominent European accreditation agency EFMD.

ENG / 3 YEARS / 180 ECTS

WHY THIS PROGRAMME?

In a dynamic business environment, the role of marketing and financial professionals has become more critical in ensuring the long-term success of enterprises.

The three-year programme Marketing management and Financial management will provide you with the knowledge and skills to become a marketing or financial professional, and the confidence to progress into a number of roles.

Graduating with a concentration in marketing management improves your employment prospects for a career in marketing and you will be well qualified for roles such as: marketing executive, market researcher, public relations officer, digital marketing account executive and etc.

A degree with a concentration in Financial management will give you the skills for a career in financial services such as banking, insurance, investment management, pension fund management and etc.

WHAT DEGREE IS OBTAINED?

Bachelor of management

PROGRAM STRUCTURE

NO	I SEMESTER	II SEMESTER	III SEMESTER
1.	Principles of Economics	Corporate Finance	Strategic Management
2.	Introduction to Business	Principles of Marketing	Quantitative Methods in Management
3.	Business Law	Statistics	Management Information Systems
4.	Principles of Management	Microeconomics	Financial Accounting
5.	Mathematics for Management	Accounting	Quantitative Models in Finance
6.	Business Informatics	Macroeconomics	International Economics and Business

CONCENTRATIONS

FINANCIAL MANAGEMENT			
NO	IV SEMESTER	V SEMESTER	VI SEMESTER
1.	Financial Management	Financial Risk Management	Actuarial Models
2.	Fundamentals of Financial Analysis	International Financial Management	Financial Markets and Institutions
3.	Insurance	Portfolio Management	Taxes and Corporations
4.	Banking	Elective	Elective
5.	Business Ethics	Internship	Elective
6.	-	Research Project	Bachelor's Thesis

MARKETING MANAGEMENT			
NO	IV SEMESTER	V SEMESTER	VI SEMESTER
1.	Marketing Management	Marketing Channels	Brand Management
2.	Consumer Behavior	Price Management	Global Marketing
3.	Marketing Research	Services Marketing	Marketing Communications
4.	Digital Marketing and Social Media	Elective	Elective
5.	Business Ethics	Internship	Elective
6.	-	Research Project	Bachelor's Thesis

BUSINESS STUDIES

A three-year study program in English language that is performed in collaboration with Griffith College Dublin. The program lasts for six semesters with the overall of 180 ECTS credits. Four semesters are held in Sarajevo and two in Dublin.

ENG / 3 YEARS / 180 ECTS

THE AIM OF THE PROGRAM

This program enables students to fully understand the key areas of business: finance, accounting, marketing, human resources and information technologies. Students study key business functions and factors needed for a company to achieve success on the market. Upon completing the program, students who graduated can continue their studies in the second cycle in Ireland, B&H or any other country in the European Union.

WHAT DEGREE IS OBTAINED?

Bachelor of Business Studies

PROGRAM STRUCTURE

NO	I SEMESTER	II SEMESTER	III SEMESTER	IV SEMESTER
1.	Effective Learning and Development	Information Technology Skills	Operations Management	Business Information Systems
2.	Quantitative Analysis for Business	Legal Aspects of Business	Accounting Information for Managers	Digital Marketing
3.	Mathematics for economists	Macroeconomics	Organisational Behaviour	Enterprise and Innovation
4.	Business Management	Financial Accounting (linear)	Marketing	Human Resource Management
5.	Financial Accounting (linear)	-	Professional Development	-

NO	V SEMESTER	VI SEMESTER	ELECTIVE COURSES
1.	<ul style="list-style-type: none"> • Strategic Management 1 • Financial Management • Business Plan (linear) 	<ul style="list-style-type: none"> • International Business Environment • Business Plan (linear) 	<ul style="list-style-type: none"> • Brand Management • Consumer Behaviour • International Marketing • Sales Management • Integrated Marketing Communications • Contemporary Employment Relations • Human Resource Development • Performance Management and Reward International Human Resources Management • Project Management • Strategic Management 2 • Supply Chain Management • Corporate Governance and Accountability • Taxation 1 • Taxation 2 • Audit and Assurance • Advanced Financial Management



UNIVERZITET U SARAJEVU
EKONOMSKI FAKULTET

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 Ekonomski fakultet
Univerziteta u Sarajevu



Bachelor