

UNIVERZITET U SARAJEVU



**Ekonomski fakultet**  
u Sarajevu

**NASTAVNI PROGRAM I (PRVOG) CIKLUSA STUDIJA**  
**AKADEMSKA 2023/2024**

**PROGRAMME SET:**

**MARKETING MANAGEMENT & FINANCIAL MANAGEMENT**  
**(MM &FM)**

**PROGRAMME SET:  
MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM&FM)**

YEAR 1 Semester 1 & 2		Šifra predmeta	Broj sati  P+V	ECTS
1	Principles of economics	MM&FMI1	45+30	5
2	Introduction to business	MM&FMI2	45+30	5
3	Business law	MM&FMI3	60+30	5
4	Principles of management	MM&FMI4	45+30	5
5	Mathematics for management	MM&FMI5	60+30	5
6	Business informatics	MM&FMI6	45+30	5
<b>TOTAL</b>				<b>30</b>
1	Corporate finance	MM&FMI7	45+30	5
2	Principles of marketing	MM&FMI8	45+30	5
3	Statistics	MM&FMI9	60+30	5
4	Microeconomics	MM&FMI10	45+30	5
5	Accounting	MM&FMI11	45+45	5
6	Macroeconomics	MM&FMI12	45+30	5
<b>TOTAL</b>				<b>30</b>

**PROGRAMME SET:  
MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)**

YEAR 2 Semester 3		Šifra predmeta	Broj sati  P+V	ECTS
1	Strategic management	MM&FMII1	45+30	5
2	Quantitative methods in management	MM&FMII2	45+45	5
3	Management information systems	MM&FMII3	45+30	5
4	Financial accounting	MM&FMII4	45+30	5
5	Quantitative models in finance	MM&FMII5	45+30	5
6	International economics and business	MM&FMII6	45+30	5
<b>TOTAL</b>				<b>30</b>

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)				
YEAR 2 Semester 4		Šifra predmet a	Broj sati P+V	ECTS
<b>R. br.</b>	<b>Programme: Marketing magement</b>			
1	Marketing management	MMII1	45+30	6
2	Consumer behavior	MMII2	45+30	6
3	Marketing research	MMII3	45+30	6
4	Digital marketing and social media	MMII4	45+30	6
5	Business ethics	MMII5	45+30	6
<b>TOTAL</b>				<b>30</b>

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)				
YEAR 2 Semester 4		Šifra predmeta	Broj sati P+V	ECTS
<b>R. br.</b>	<b>Programme: Financial management</b>			
1	Financial management	FMII1	45+30	6
2	Fundamentals of financial analysis	FMII2	45+30	6
3	Insurance	FMII3	45+30	6
4	Banking	FMII4	45+30	6
5	Business ethics	FMII5	45+30	6
<b>TOTAL</b>				<b>30</b>

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)				
YEAR 3 Semester 5 & 6		Šifra predmeta	Broj sati P+V	ECTS
<b>R. br.</b>	<b>Programme: Marketing management</b>			
1	Marketing channels	MM1	45+30	5
2	Price management	MM2	45+30	5
3	Services marketing	MM3	45+30	5
4	<i>BEHAVIOURAL ECONOMICS (Elective)</i>	MM4	45+30	5
5	Internship	MM5	125	5
6	Research project	MM6	30	5
	<b>TOTAL</b>			<b>30</b>
1	Brand management	MM7	45+30	5
2	Global marketing	MM8	45+30	5
3	Marketing communications	MM9	45+30	5
4	<i>B2B MARKETING (Elective)</i>	MM10	45+30	5
5	<i>URBAN ECONOMICS (Elective)</i>	MM11	45+30	5
	Bachelor's thesis	MM12		5
	<b>TOTAL</b>			<b>30</b>

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)				
YEAR 3 Semester 5 & 6		Šifra predmeta	Broj sati P+V	ECTS
<b>R. br.</b>	<b>Programme: Financial management</b>			
1	Financial risk management	FM1	45+30	5
2	International financial management	FM2	60+15	5
3	Portfolio management	FM3	45+30	5
4	<i>BEHAVIOURAL ECONOMICS (Elective)</i>	FM4	45+30	5
5	Internship	FM5	125	5
6	Research project	FM6	30	5
	<b>TOTAL</b>			<b>30</b>
1	Actuarial models	FM7	45+15	5
2	Financial markets and institutions	FM8	60+15	5
3	Taxes and corporations	FM9	60+15	5
4	<i>B2B MARKETING (Elective)</i>	FM10	45+30	5
5	<i>URBAN ECONOMICS (Elective)</i>	FM11	45+30	5
	Bachelor's thesis	FM12	45+30	5
	<b>TOTAL</b>			<b>30</b>