


NASTAVNI PROGRAM I (PRVOG) CIKLUSA STUDIJA
AKADEMSKA 2026/2027
**MARKETING MANAGEMENT & FINANCIAL MANAGEMENT
(MM & FM)**
PROGRAMME SET STRUCTURE:
NP 2021
FINANCIAL MANAGEMENT & MARKETING MANAGEMENT & (FM & MM)

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
TOTAL				30

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM & FM)				
YEAR 2 Semester 4		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Marketing mengineement			
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
TOTAL				30

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM &FM)				
YEAR 2 Semester 4		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Financial management			
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
	TOTAL			30

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM & FM)				
YEAR 3 Semester 5		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Financial management			
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>Urban economics</i>	FM&MM4	45+30	5
5	Internship	FM5	125	5
6	Research project	FM6	30	5
	TOTAL			30

For the optional course in the 5th semester, the student can choose one of the following options:

a) one of the following subjects offered:

- Urban economics

b) a subject from the list of mandatory subjects of other study programs/majors of the first cycle of studies that are taught at the Faculty of Economics in the same semester;

c) a subject that is studied and passed within the framework of an approved international exchange or at another member of the University of Sarajevo.

YEAR 3 Semester 6		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Financial management			
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>Behavioural economics</i>	FM&MM10	45+30	5
5	<i>Electiv</i>	FM&MM11	45+30	5
	Bachelor's thesis	FM12	45+30	5
	TOTAL			30

For the elective course in the 6th semester, the student can choose one of the following options:

a) one of the offered subjects:

- Behavioral economics

b) subject from the list of compulsory subjects of other study programs/majors of the first cycle of studies that are taught at the Faculty of Economics in the same semester;

c) a subject that is studied and passed within the framework of an approved international exchange or at another component of the University of Sarajevo.

PROGRAMME SET: MARKETING MANAGEMENT & FINANCIAL MANAGEMENT (MM & FM)				
YEAR 3 Semester 5		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Marketing management			
1	Marketing channels	MM1	45+30	5
2	Price management	MM2	45+30	5
3	Services marketing	MM3	45+30	5
4	<i>Urban economics</i>	MM4	45+30	5
5	Internship	FM&MM5	125	5
6	Research project	MM6	30	5
	TOTAL			30

For the optional course in the 5th semester, the student can choose one of the following options:

a) one of the following subjects offered:

- Urban economics

b) a subject from the list of mandatory subjects of other study programs/majors of the first cycle of studies that are taught at the Faculty of Economics in the same semester;

c) a subject that is studied and passed within the framework of an approved international exchange or at another member of the University of Sarajevo.

YEAR 3 Semester 6		Šifra predmeta	Broj sati P+V	ECTS
	Programme: Marketing management			
1	Brand management	MM7	45+30	5
2	Global marketing	MM8	45+30	5
3	Marketing communications	MM9	45+30	5
4	<i>Behavioural economics</i>	FM&MM10	45+30	5
5	<i>Electiv</i>	FM&MM11	45+30	
	Bachelor's thesis	MM12		5
	TOTAL			30

For the elective course in the 6th semester, the student can choose one of the following options:

a) one of the offered subjects:

- Behavioral economics

b) subject from the list of compulsory subjects of other study programs/majors of the first cycle of studies that are taught at the Faculty of Economics in the same semester;

c) a subject that is studied and passed within the framework of an approved international exchange or at another component of the University of Sarajevo.