

Business Courses in English (BCIE), course list, international students 2024 – 2025

Bachelor Level

Autumn Semester/ Semester 1 (September – December 2024)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Advanced XLS	3 rd	4
Business Intelligence	3 rd	3
Chinese	N/A	2
Commercial Action Plan	3 rd	3
Corporate Finance	3 rd	4
Cross Cultural Management	2 nd	4
Databases	2 nd	3
Digital Marketing Strategy	3 rd	3
Digital Transformation and Business Ethics	3 rd	4
Doing Business Abroad	3 rd	3
Effective Communication	1 st	3
Financial Analysis	2 nd	4
Financial Planning and Tools	2 nd	4
French as a Foreign Language	N/A	2
Fundamental Principles of CSR	2 nd	4
Graphic Design	3 rd	4
Human Resources Management	2 nd	4
Incoterms & Logistics	2 nd	4
Information Technology Tools 1	1 st	3
Innovation Ecosystem	3 rd	4
International Marketing	3 rd	3
Introduction to Accounting	1 st	4
Introduction to Marketing	1 st	5
Introduction to Law	1 st	4

Some courses are a subject to change

Introduction to Research	3 rd	4
Key Strategies for International Trade	3 rd	3
Negotiation	2 nd	4
Psychosociology in the Company	2 nd	3
Purchasing a Supply Chain Management	2 nd	4
Sales Techniques	1 st	3
Socially Responsible Consumer Behaviour	1 st	2
Statistics	2 nd	4
Strategic Diagnoses	2 nd	3
Web Programming	2 nd	4
Website Design	2 nd	4
Web Editorial	3 rd	3
360 Customer Experience	3 rd	5

Bachelor Level

Spring Semester/ Semester 2 (January – May 2025)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Business Ethics and Social Responsibilities	3 rd	3
Business Law	3 rd	4
Cost Accounting	1 st	4
Contemporary Economic Issues	1 st	3
Cross Cultural Management	2 nd	4
Chinese	1 st	2
Digital Marketing & Communication	2 nd	4
Digital Marketing Project	3 rd	4
E-Business Law	3 rd	3
Financial Analysis	2 nd	4
French as a Foreign Language	N/A	2
Geopolitics	2 nd	4
Information Technology Application 2	1 st	3
International Business Development	2 nd	4
International Business Law	3 rd	3
International Finance	3 rd	3
International Implementation Project	3 rd	3
Introduction to Project Management	1 st	4
Introduction to Research	3 rd	4
KPI in Digital Marketing	3 rd	3
Management Accounting	3 rd	4
Market Research	1 st	3

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Marketing Online Game	1 st	3
Organisational Behaviour	3 rd	4
Responsible Behaviour	2 nd	4
Sector: Sports Marketing and Sponsorship	3 rd	4
Sector: Luxury Marketing	3 rd	4
Sector: Hospitality Management	3 rd	4
Team Management	3 rd	3

Master Level, year 1

Autumn Semester/ Semester 1 (September – Mid-December 2024)

Due to timetable conflicts, master level students must choose classes from one program only.

Taught in English	ECTS
<u>Program 1: International Business Administration</u>	
Corporate Governance	4
Data Management	4
Managing Cultural Diversity	3
International Marketing	4
Leadership in International Management	4
Responsible Management: Introducing Pathways and Ethical Foundations	4
Business Strategy	4
Global challenges of Foreign Direct Investment	3
Services Marketing	3
<u>Program 2: Marketing and Digital Business</u>	
Web Design Programming	4
Hands-on Digital Project Part 1	4
Desktop Publishing (Beginner)	4
Responsible Management: Introducing Pathways and Ethical Foundations	4
Data Management	4
Managing Cultural Diversity	3
Business Strategy	4
E-commerce, mobile commerce & social commerce	3
Machine learning and artificial intelligence techniques	3
<u>Program 3: International Supply Chain</u>	
International Logistics	4
Purchasing & Supply Chain Management	4
Sustainable Supply Chain Management	4
Responsible Management: Introducing Pathways and Ethical Foundations	4
Data Management	4
Managing Cultural Diversity	3
Business Strategy	4
Supply chain Risk Management	3
Global challenges of Foreign Direct Investment	3

Some courses are a subject to change

Master Level, year 2

Autumn Semester/ Semester 1 (September – Mid-December 2024)

Due to timetable conflicts, master level students must choose classes from one program only.

Taught in English	Credits ECTS
<u>Program 1: International Business Administration</u>	
Business Strategy Game	3
Business Trends and Communication	3
Digital Marketing	3
Entrepreneurship & Business Modelling	3
Information System & Decision Making	3
International Financial Management	3
Research Methodology	3
International Human Resources Management	3
Enterprise risk management	2
How to navigate in matrix organization?	2
<u>Program 2: Marketing and Digital Business</u>	
Blockchain & Cryptocurrencies	3
Business Strategy Game	3
Internet Law	3
Markstrat Online	4
Programmatic Advertising	3
Research Methodology	3
UX Design	3
Web Design Programming	3
E-commerce, mobile commerce & social commerce	2
Art of presenting (Pitch)	2
<u>Program 3: Supply Chain Management</u>	
Business Strategy Game	3
Lean Warehousing	3
International Shipping	3
SimPower BG	3
Performance Measurements in Supply Chain	3
Supply Chain Analysis & Compliance	3
Financial Hedging in International Markets	4
Research Methodology	3
Global Challenge for FDI	2
Leadership 3.0	2

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