



The Minimal Elements of Qualifications Standards

1. BASIC CHARACTERISTICS

1.1 Name(s): (generic + subject specific)

The Bachelor of Economics
Subject area: Management

1.2 Minimal Volume

180 ECTS

1.3 Level

6

1.4 Entry Routes

Completed four-year secondary education

2. COMPETENCIES/LEARNING OUTCOMES

2.1 Competencies at the level of qualification

Following successful completion of the study programme, the trainee will:

- *Be able to work independently and in a team, in both national and international context;*
- *Be able to identify, establish and resolve concrete organization-related problems;*
- *Be able to systematically collect, process and analyze data from various sources by applying modern information technologies;*
- *Be able to apply the obtained managerial knowledge and skills in practice i.e. in the profit, non-profit and public sectors;*
- *Be able to create and implement business policies in an organization;*
- *Have the capacities to generate new business ideas;*
- *Be able to apply quantitative methods and models in business decision-making.*

2.1 Learning Outcomes

(Organized in Units and other groups/modules, where Units have additional information, e.g. ECTS)

Narrower Scientific Fields	Learning Outcomes	ECTS (minimum)
Management	<ul style="list-style-type: none"> ▪ Knowledge about theory and practice most often used in the management context; ▪ Ability to analyze, plan and manage resources, to manage the organization, and to oversee and assess the business objectives achieved; ▪ Ability to analyze internal and external environment, to recognize own potential, to formulate and implement adequate strategy of the company; ▪ Ability to identify and analyze business-related problems in organization and to provide and implement solutions thereof. ▪ Understanding and acknowledging the importance of in-service training, professional development and available resources in order to be able to follow up the cutting-edge developments in the business management area. 	25
Economic Theory and Policy	<ul style="list-style-type: none"> ▪ Analyzing and describing the main factors affecting supply and demand; ▪ Detailed knowledge of and understanding the specific features of various market structures; ▪ Ability to apply micro-economic techniques in analyzing the problems at the level of a company, customer and industry; ▪ Understanding the basic macro-economic aggregates; ▪ Recognizing the current and foreseeing the potential influence of the economic policy on the macro-economic trends in national economy as well as business implications. 	15
Marketing	<ul style="list-style-type: none"> ▪ Recognizing and resolving simple problems in the field of marketing; ▪ Applying basic market research skills and techniques ▪ Having basic knowledge about the marketing mix elements; ▪ Being familiar with the basics of the marketing strategy planning; ▪ Identifying and applying specific features of marketing application in specific areas. 	5
International Economics	<ul style="list-style-type: none"> ▪ Ability to analyze international economic trends in the global economy; ▪ Being familiar with and understanding the importance and the role of international economic and financial institutions; ▪ Understanding and applying the trade policy instruments; 	5
Quantitative Economics	<ul style="list-style-type: none"> ▪ Collecting primary and secondary data relevant for the business decision-making, conducting data processing by applying adequate statistical methods, and interpreting correctly the data processing results; ▪ Selecting and applying adequate statistical methods and models for practical problem solving and for monitoring the business performance developments; 	15

	<ul style="list-style-type: none"> ▪ Applying the knowledge gained through mathematics in solving the real business decision-making problems ▪ Identifying and applying adequate quantitative methods and models with the view of analyzing and solving business performance problems and making real-time business decisions; ▪ Identifying and using adequate software for support to business decision-making. 	
Finances and Financial Policy	<ul style="list-style-type: none"> ▪ Ability to understand the structure, functioning and regulation of financial markets and institutions; ▪ Ability to assess the influence of the monetary policy instruments on the economy; ▪ Ability to recognize the current and foresee the potential influence of the fiscal policy instruments on the economy and business performance; ▪ Ability to assess the investment risks and cost-effectiveness. 	15
Accountancy	<ul style="list-style-type: none"> ▪ Ability to do the accountancy-based records of business performance developments; ▪ Thorough knowledge and deep understanding of influence of business developments on the financial situation and success of the organizations business performance; ▪ Ability to drafts and analyze basic financial reports. 	7
Digital Economics	<ul style="list-style-type: none"> ▪ Ability to apply information technology in business operations. ▪ Choosing and using adequate software in business decision/making. 	8
Other (Business Law and Foreign Language)	<ul style="list-style-type: none"> ▪ Being familiar with various legal forms of the business operators' organizations as well as with the basics of the Business Law; ▪ Being familiar with the basics of the specific terminology for economists. 	10
Specialized practice	<ul style="list-style-type: none"> ▪ Understanding and applying the gained knowledge in practice; 	2
Diploma Paper	<ul style="list-style-type: none"> ▪ Ability to apply the gained theoretical and practical knowledge in solving concrete problems 	3

3. RELEVANCE

3.1 Labour market

A broad spectrum of occupations in private, public and non-profit sectors.

3.2 Further education/progression

- *Continuation of education at the undergraduate study of economics.*

3.3 Other needs

