

**LICENCE  
BUSINESS ADMINISTRATION (BA)**

**SEMESTRE 1**

FUNDAMENTALS OF ECONOMY  
PRINCIPLES OF MANAGEMENT  
ACCOUNTING PRINCIPLES I  
BUSINESS MATHEMATICS AND STATISTICS  
LEGAL ENVIRONMENT  
FOREIGN LANGUAGE I  
METHODOLOGY OF WORK IN UNIVERSITY

**SEMESTRE 2**

ACCOUNTING AND ECONOMIC ENVIRONMENT  
PRINCIPLES OF MARKETING  
INFERENTIAL STATISTICS  
MANAGEMENT OF HUMAN RESOURCES  
BUSINESS LAW  
FOREIGN LANGUAGE II  
DIGITAL CULTURE

**SEMESTRE 3**

COST ACCOUNTING  
STRATEGIC MANAGEMENT AND ORGANIZATIONAL BEHAVIOR  
SALES MANAGEMENT  
FINANCIAL MATHEMATICS  
SOCIAL AND LABOR LAW  
FOREIGN LANGUAGE III  
CULTURE AND ART SKILLS

**SEMESTRE 4**

CORPORATE ACCOUNTING  
FINANCIAL STATEMENT ANALYSIS  
STRATEGIC MARKETING  
QUANTITATIVE METHODS  
SUPPLY CHAIN MANAGEMENT  
FOREIGN LANGUAGE IV  
SELF DEVELOPMENT

**SEMESTRE 5**

FINANCE AND TAX COMPANY  
SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT  
AUDITING AND MANAGEMENT CONTROL  
DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE  
ENTREPRENEURSHIP, PROJECT MANAGEMENT AND RESEARCH METHODOLOGY  
FOREIGN LANGUAGE V  
CONTENT MANAGEMENT SYSTEMS (CMS)

**SEMESTRE 6**

FINANCIAL INSTRUMENTS AND INTERNATIONAL PRACTICES  
INTERNATIONAL MARKETING  
MARKET RESEARCH AND CONSUMER BEHAVIOR  
INTERNATIONAL BUSINESS STRATEGIES  
INTERCULTURAL MANAGEMENT  
FOREIGN LANGUAGE VI  
LAW, CIVISM AND CITIZENSHIP