**Marketing**

Language: the course is offered in Serbian and Hungarian.

**Course description:**

This course teaches students fundamental concepts and theories related to various topics of the Marketing & PR world. The main topics include: Historical marketing development, 4Ps (product, price, product placement, promotion), and the impact of marketing consumers (positive and negative impacts).

**Business ethics and communication**

Language: the course is offered in Serbian and Hungarian.

**Course description:**

This business related course covers the development of ethics and communication in business life, including the verbal and non verbal types of communication, writing business letters, and various topics of business communication and correspondence.

**Basics of Economics**

Language: the course is offered in Serbian and Hungarian.

**Course description:**

This course teaches students fundamental concepts and theories related to the world of economy. During the course, students will learn the basics of microeconomics along with the different theories of supply and demand, consumer behavior, company behavior, production factors, and the interdependence of the micro- and macroeconomics.

The course also covers the main areas of accounting through the following topics: Accounting Planning, Analysis, Control, and Cost Accounting System.