

QUALIFICATION PROFILE
„of the Bachelor's Degree Program

“BUSINESS MANAGEMENT AND MARKETING”
(taught in English)

The main objectives of the “Business Management and Marketing” degree program (taught in English) are to prepare highly qualified specialists with a market-oriented mindset, and to develop knowledge, skills, professional habits, and qualities characteristic of the modern financial and marketing professional. The program combines interdisciplinary instruction in English, covering specialized subjects in the fields of financial management and marketing.

This degree program provides essential knowledge and skills necessary for effective career realization and competitiveness in the labor market, including the ability to analyze and interpret financial information, skills in planning and organizing activities, as well as analytical, predictive, and strategic thinking. Students are trained in decision-making, teamwork, communication, and are encouraged to pursue continuous professional development.

Students in this program receive solid preparation in financial management and marketing. They understand the principles, methods, and mechanisms of financial flow management, are familiar with the specifics of financial markets, and are proficient in communication techniques, market segmentation, and product positioning. Special attention is given to topics such as business economics, financial management, business innovation, strategic marketing, consumer behavior, international marketing, brand management, and more.

Graduates of the “Business Management and Marketing” program (taught in English) acquire knowledge on how to present products effectively and the skills required to ensure successful sales. They are capable of conducting international financial and marketing research, implementing international financial business projects, and adapting organizational practices to meet the requirements of the European market.

Career opportunities for graduates include roles in the financial sector and the field of marketing and communication—such as positions in financial and commercial departments, divisions of large multinational corporations, advertising and marketing agencies, and more, as experts and managers. The knowledge and skills gained are also highly beneficial for developing a family or personal business.

UNIVERSITY OF INSURANCE AND FINANCE

The “Business Management and Marketing” program (taught in English) is offered in both full-time and distance-learning formats. Upon successful completion of the eight-semester curriculum, graduates are awarded a Bachelor's degree in Economics with the professional qualification of "Economist." They may also continue their studies in a Master's program under certain conditions.

This qualification profile was adopted at a meeting of the Academic Council, Protocol No. 2/04.04.2024.