

**A LIST OF SUBJECTS THAT CAN NOT BE STUDIED OR REPEATED AS AN
EXTERNAL STUDENT IN ORDER TO ENSURE THE QUALITY OF STUDIES IN
THE INNOVATIVE COMMUNICATION AND ENTREPRENEURSHIP BACHELOR
PROGRAMME**

INNOVATIVE COMMUNICATION AND ENTREPRENEURSHIP BACHELOR STUDY PROGRAMME	
The list of subjects was approved by the Innovative Communication and Entrepreneurship Study Program Committee at its meeting on October 1, 2025 (Protocol No. (3.1 E) 160000-KT-170).	
No.	Name of the subject
1st course	
1.	Introduction to Innovations, Communication and Media: Networked Technologies
2.	Entrepreneurship Fundamentals (Business Environment, Foundational Business Skills for Startups, Global Landscape of Entrepreneurship)
3.	Introduction to Academic Skills: Reading, Thinking and Writing
4.	Critical Thinking, AI and Communication
5.	Organisations, Innovations and Communication Management I: Integrated Communication and Innovations
6.	Innovations and Business Model Development (Business Modeling Marketing for Start-ups, CBL (Challenge-based Learning) project)
7.	Creative Media and Political Communication
8.	Personal And Employer Branding
9.	Psychological Peculiarities of Person's Financial Decisions
2nd course	
10.	Creative Industries: Politics, Economy, Culture and Innovations
11.	Organisations, Innovations and Communication Management II: Creative Audiences (Knowledge, Attitudes, Behaviour)
12.	Researching in Digital Age I: Introduction to Research Methods
13.	Media, Culture and Society
14.	TV and Audiovisual Production
15.	Family Business
16.	Service Business
17.	Digital Storytelling I: Digital Content Creation (Creative Writing)
18.	Researching in Digital Age II: Digital Content Research Methods
19.	Gaming Culture
20.	Events Management: Image and Organisational Culture
21.	Financial Technologies (FinTech)
22.	Digital Business
3rd course	
23.	Digital Storytelling II: Digital Media Strategies
24.	Sustainable Venture Formation, Funding and Launch Strategies (Venture Development & Growth, Securing Resources & Financing Strategies, CBL (Challenge-based Learning) project)
25.	Music Industry: Production, Innovations and Communication
26.	Family Business
27.	Service Business
28.	Communication Strategies and Tactics: Influence and Influencers
29.	Leadership and Communication for Innovations
30.	Internship
4th course	

31.	Sustainability, Social Responsibility and Ethics: Innovative Communication for Change
32.	Academic Research Competencies: Science and Scholarly Communication
33.	Final thesis