

RECOMMENDED STUDY PLAN FOR DAILY STUDY					
Study Programme of Master's Degree: Corporate Business and Marketing					
Field of Study: Economics and Management					
Full-time Study					
Course Title	Number of Credits (ECTS)	Recommended Study Plan (weekly load in hours per semester)			
		1st year		2nd year	
		1.	2.	3.	4.
Purchasing and Sale	6	2/2e			
Trade Operations	6	2/2e			
Consumer and Civil Law	6	2/2e			
Marketing Management	6	2/2e			
Compulsory Elective Course I	5	2/2e			
Optional Course I	3	0/2e			
Distribution Management	6		2/2e		
Consumer Behaviour	6		2/2e		
Information Systems in Marketing	6		2/2e		
Payment System	6		2/2e		
Compulsory Elective Course II	5		2/2e		
Optional Course II	3		0/2e		
Retail Management	6			2/2e	
Pricing Policy in Trade and Marketing	6			2/2e	
Marketing Analyses and Forecasts	6			2/2e	
Data Protection and Information System Security	6			2/2e	
Compulsory Elective Course III	5			2/2e	
Final Thesis Seminar 1	2			0/2c	
Consumer Theories and Realia	6				2/2e
Marketing Communication and Social Networks	6				2/2e
Green Marketing	5				2/2e
Final Thesis Seminar 2	2				0/2c
Final Thesis and its Defence	4				-e
State Exam - Business and Marketing	3				-e
Mandatory Courses in Total	93				
Compulsory Elective Courses I, II, III	15				
Optional Courses I, II	6				
Total Number of Credits	121	32	32	31	26
Number of Core Credits	89				

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		<i>1st year</i>		<i>2nd year</i>	
		<i>1.</i>	<i>2.</i>	<i>3.</i>	<i>4.</i>
Compulsory Elective Course I	5	2/2e			
Integrated Marketing and Business Communication					
Corporate Risk Management					
Managerial Decision Making					
Trade Company Economic Analysis					
Compulsory Elective Course II	5		2/2e		
Organizational Behavior					
International Entrepreneurship					
E-business, E-commerce					
Consumer Protection					
Compulsory Elective Course III	5			2/2e	
Communication and Management Skills					
Human Resources Management					
New Trends in Marketing					
International Financial Reporting Standards (IFRS)					
Optional Course I	3	0/2e			
Business Ethics					
Event Marketing					
Internet Communication					
Sales Strategy					
Optional Course II	3		0/2e		
Direct Marketing					
Public Relations					
Digital Marketing					
Innovation in Business Practice					

Explanatory Notes:

c – credit

e – examination

CEC – Compulsory Elective Courses

OC – Optional Courses

The student chooses from the group of CEC and OC I course in each semester according to his/her preference.