

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	Recommended Study Plan (weekly load in hours per semester)			
		1 <sup>st</sup> year		2 <sup>nd</sup> year	
		1.	2.	3.	4.
Purchasing and Sale	6	2/2e			
Marketing Management	6	2/2e			
Trade Operations	6	2/2e			
Marketing communication	5	2/2e			
Forensic Accounting	4	2/2e			
International Business	5		2/2e		
Product and brand	4		2/2e		
Internet communication	4		2/2e		
Payment Systems	4		2/2e		
Corporate Risk Management	5		2/2e		
Expertise practice	4		c		
Retail management	7			2/2e	
Quantitative analyzes and forecasting	6			2/2e	
Purchasing and Supply management 4.0	5			2/2e	
Behavioral Economics	4			2/2e	
Consumer Behaviour	6			2/2e	
Seminar for Final Thesis 1	2			0/2c	
Green marketing	4				2/2e
Distribution Management	4				2/2e
Seminar for Final Thesis 2	2				0/2c
Final Thesis and its Defense	10				e
State Exam - Business and Marketing	10				e
<b>Compulsory Courses in total</b>	<b>113</b>	<b>27</b>	<b>26</b>	<b>30</b>	<b>30</b>
Compulsory Elective Courses					
Course Title	Number of Credits	Recommended Study Plan (weekly load in hours per semester)			
		1 <sup>st</sup> year		2 <sup>nd</sup> year	
		1.	2.	3.	4.
<b>Compulsory Elective Course I</b>					
Professional Communication in Foreign language	3	0/2e			
Event marketing	3	0/2e			
Direct marketing	3	0/2e			
Professional skills in business administration	3	0/2e			
Consumer theories and realities	3	0/2e			
Digital marketing	3	0/2e			
Consumer policy	3	0/2e			
<b>Compulsory Elective Course II</b>					
New trends in marketing	4		0/2e		
Hospitality management	4		0/2e		
Digital economy	4		0/2e		
Game theory	4		0/2e		
Consumer and Civil Law	4		0/2e		
Communication and managerial skills	4		0/2e		
Organizational Behaviour	4		0/2e		
Environmental Economics	4		0/2e		
Expertise	4		0/2e		
Innovations in business practice	4		0/2e		
<b>Compulsory Elective Courses in total</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>
		<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>
<b>Courses in total (20)</b>	<b>120</b>	<b>60</b>		<b>60</b>	
Optional Courses					
Course Title	Number of Credits	Recommended Study Plan (weekly load in hours per semester)			
		1 <sup>st</sup> year		2 <sup>nd</sup> year	
		1.	2.	3.	4.
Seminar with experts from practice 1 HONORIS 1	3	2/2e			
Seminar with experts from practice 2 HONORIS 1	3		2/2e		
Seminar with experts from practice 1 HONORIS 2	3			2/2e	
Seminar with experts from practice 2 HONORIS 2	3				2/2e

**Explanatory Notes:**

e - examination

c - credit

CEC – Compulsory Elective Courses

OC – Optional Courses

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