RECOMMENDED STUDY PLAN FOR DAILY STUDY

Study Programme of Master's Degree: Corporate Business and Marketing Field of Study: Economics and Management

Field of Study: Economics and Management					
F	ull-time Study				
Course Title		Recommended Study Plan (weekly load in hours per semester)			
	Number of				
	Credits	1 st year		2 nd year	
	- Credits	1.	2.	3.	4.
Purchasing and Sale	6	2/2e		<u> </u>	
Marketing Management	6	2/2e			
Trade Operations	6	2/2e 2/2e			
Marketing communication	5	2/2e 2/2e			
Forensic Accounting	4	2/2e			
International Business	5	2,20	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		С		
Retail management	7			2/2e	
Quantitative analyzes and forecasting	6			2/2e	
Purchasing and Supply management 4.0	5	<u></u>		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	10 113	27	26	30	e 30
Compulsory Courses in total			20	30	30
Compuls	sory Elective Courses	S			
			ecommende	-	
Course Title	Number of	(weekly load in hours per semester)			
	Credits	1 st	1 st year 2 nd year		year
		1.	2.	3.	4.
Compulsory Elective Course I					
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	1		
Consumer policy	3	0/2e			
Compulsory Elective Course II					
New trends in marketing	4				
Hospitality management	4		0/2e		
Digital economy	4		0/2e		
Digital economy	4		0/2e 0/2e		
Game theory	4 4		0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law	4 4 4		0/2e 0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law Communication and managerial skills	4 4		0/2e 0/2e 0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour	4 4 4 4		0/2e 0/2e 0/2e 0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law Communication and managerial skills	4 4 4 4 4		0/2e 0/2e 0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics	4 4 4 4 4 4		0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e		
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise	4 4 4 4 4 4 4	3	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	0	0
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice	4 4 4 4 4 4 4 4	3 30	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	0 30	0 30
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice	4 4 4 4 4 4 4 4	30	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30	
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20)	4 4 4 4 4 4 4 4 7	30	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30	30
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20)	4 4 4 4 4 4 4 7 7 120 otional Courses	30 R	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl	30 60
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20) Op	4 4 4 4 4 4 4 4 7	30 Ri (wee	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl ours per sem	30 60 dan nester)
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20)	4 4 4 4 4 4 4 7 7 120 otional Courses	30 Ri (wee	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl	30 60
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20) Og	4 4 4 4 4 4 4 7 7 120 otional Courses	30 Ri (wee	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl	30 60 dan nester)
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20) Og Course Title Seminar with experts from practice 1 HONORIS 1	4	30 Ref. (week	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl ours per sem 2 nd	30 60 (an nester)
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20) Op Course Title Seminar with experts from practice 1 HONORIS 1 Seminar with experts from practice 2 HONORIS 1	4 4 4 4 4 4 7 120 otional Courses Number of Credits 3 3 3	Ro (wee 1 st	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl purs per sen 2 nd 3.	30 60 (an nester)
Game theory Consumer and Civil Law Communication and managerial skills Organizational Behaviour Environmental Economics Expertise Innovations in business practice Compulsory Elective Courses in total Courses in total (20) Course Title Seminar with experts from practice 1 HONORIS 1	4	Ro (wee 1 st	0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e 0/2e	30 ed Study Pl ours per sem 2 nd	30 60 (an nester)

Explanatory Notes:

- e examination
- c credit

CEC – Compulsory Elective Courses

OC – Optional Courses

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