

**RECOMMENDED STUDY PLAN
FOR FULL-TIME STUDENTS**

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

FULL-TIME STUDY

Compulsory Courses

Course Title	Recommended Study Plan (weekly load in hours per semester)				
	Number of Credits	1st year		2nd year	
		1.	2.	3.	4.
Purchasing and Sale	7	2/2e			
Marketing Management	7	2/2e			
Foreign Trade Operations	6	2/2e			
Marketing Communication	6	2/2e			
International Business	4		2/2e		
Product and Brand	5		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	5			2/2e	
Purchasing and Supply Management 4.0	5			2/2e	
Behavioral Economics	4			2/2e	
Hospitality Management	4			2/2e	
Seminar for Final Thesis 1	2			0/2c	
Consumer Behaviour	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
Compulsory Courses in total	109	26	26	27	30

Compulsory Elective Courses

Course Title	Recommended Study Plan (weekly load in hours per semester)				
	Number of Credits	1 st year		2 nd year	
		1.	2.	3.	4.
Compulsory Elective Course I					
Communication and Managerial Skills	4	2/2e			
Organizational Behaviour	4	2/2e			
New Trends in Marketing	4	2/2e			
Game Theory	4	2/2e			
Financial Markets	4	2/2e			
Compulsory Elective Course II					
Digital Economy	4		2/2e		
Forensic Accounting	4		2/2e		

Environmental Economics	4		2/2e		
Expertise	4		2/2e		
Innovations in Business Practice	4		2/2e		
Green Marketing	4		2/2e		
Compulsory Elective Course III					
Professional Communication in English Language	3			0/2e	
Event Marketing	3			0/2e	
Direct Marketing	3			0/2e	
Consumer Theories and Realities	3			0/2e	
Digital Marketing	3			0/2e	
Consumer Policy	3			0/2e	
Compulsory Elective Courses in total	11	4	4	3	0
		30	30	30	30
Courses in total (20)	120	60		60	
Optional Courses					
Course Title	Recommended Study Plan (weekly load in hours per semester)				
	Number of Credits	1 st year		2 nd 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