

**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*

<i>Course Title</i>	<i>Recommended Study Plan (weekly load in hours per semester)</i>				
	<i>Number of Credits</i>	<i>1<sup>st</sup> year</i>		<i>2<sup>nd</sup> year</i>	
		<i>1.</i>	<i>2.</i>	<i>3.</i>	<i>4.</i>
Purchasing and Sale	7	2/2e			
Marketing Management	7	2/2e			
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
<b><i>Compulsory Courses in total</i></b>	<b>109</b>	<b>26</b>	<b>26</b>	<b>27</b>	<b>30</b>

*Compulsory Elective Courses*

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

Expertise	4		2/2e		
Innovations in Business Practice	4		2/2e		
Green Marketing	4		2/2e		
<b>Compulsory Elective Course III</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 Courses in total</b>	<b>11</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>0</b>
		<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>
<b>Courses in total</b>	<b>120</b>	<b>60</b>		<b>60</b>	
<b>Optional Courses</b>					
<b>Course Title</b>	<b>Recommended Study Plan</b> (weekly load in hours per semester)				
	<b>Number of Credits</b>	<b>1<sup>st</sup> year</b>		<b>2<sup>nd</sup> year</b>	
		<b>1.</b>	<b>2.</b>	<b>3.</b>	<b>4.</b>
Optional Course 1	3	2/2e			
Optional Course 2	3		2/2e		
Optional Course 3	3			2/2e	
Optional Course 4	3				2/2e