

No	Subject name	CODE	ECTS	Hourly schedule																		
				Hours					I year						II year							
									I semester			II semester			III semester			IV semester				
				Total	L	C	S	15 weeks			15 weeks			15 weeks			15 weeks					
5	6	7	8	L	C	S	L	C	S	L	C	S	L	C	S	L	C	S				
1	2	3	4	5	6	7	8	9	10	11	13	14	15	17	18	19	21	22	23	24		
I	1 Management concepts	C	ZSUA01142	5	60	30	30			2E	2											
	2 Psychology in management	H	ZSUA01288	2	30	15	15			1	1											
	3 Innovative entrepreneurship	D	ZSUA01560	4	30	15	15			1	1											
	4 Civil law	C	ZSUA01144	4	30	15	15			1	1											
	5 Contemporary methods of management and smart IT tools		ZSUA01929	4	45	15	15	15		1	1	1										
	6 Innovative marketing management and market research		ZSUA01930	5	60	15	15	30		1E	1	2										
	7 Business process management	D	ZSUA01908	4	45	15		30		1E		2										
	8 Business coaching and mentoring		ZSUA01931	2	30		30				2											
II	9 International marketing	D	ZSUA02255	3	30	15	15						1E	1								
	10 Mathematical statistics	C	ZSUA02143	4	45	15		30					1		2							
	11 Macroeconomics	C	ZSUA02024	4	30	15	15						1E	1								
	12 Academic writing and communication		ZSUA02910	2	30		30							2								
	13 Project management in innovative business		ZSUA02932	4	45	15	30							1E	2							
	14 Smart start-ups		ZSUA02933	3	30	15	15							1	1							
	15 Cross-national business models design		ZSUA02934	2	15			15								1						
	16 Trust management in innovative business		ZSUA02935	3	30	15	15								1	1						
	17 Service marketing		ZSUA02095	3	30	15	15															
	17 Methods of artificial intelligence		ZSUA02363	2	15			15								1						
17 C/C++ programming		ZSUA02936	2	15			15															
18 Green economy		ZSUA02937	3	30	15	15																
18 Low emission economy		ZSUA02938	3	30	15	15							1	1								
III	19 Business ethics	C	ZSUA03154	3	30	15	15									1	1					
	20 Management accounting	D	ZSUA03156	3	30	15	15									1E	1					
	21 Innovation and strategic management	D	ZSUA03919	4	45	15	30									1E	2					
	22 Benchmarking		ZSUA03939	3	30	15		15								1		1				
	23 Strategic foresight		ZSUA03231	3	30	15	15									1E	1					
	24 Business excellence		ZSUA03925	3	30	15	15									1	1					
	24 Quality in enterprise		ZSUA03940	3	30	15	15															
	25 Social media in business		ZSUA03941	3	30			30														
	25 Social media management tools		ZSUA03942	3	30			30										2				
	26 Techniques of business presentation		ZSUA03943	2	15		15										1					
26 Innovative tools for business presentation		ZSUA03944	2	15		15																
27 Master degree diploma seminar 1		ZSUA03071	6	30			30										2					
IV	28 Conflicts and negotiations in organization	D	ZSUA04577	2	30	15	15											1	1			
	29 Managing employee performance		ZSUA04945	1	30		30												2			
	30 Savoir-vivre in business		ZSUA04946	1	30		30												2			
	30 Business culture		ZSUA04947	1	30		30												2			
	31 Master degree diploma seminar 2		ZSUA04071	6	30			30														
32 Diplomma thesis		ZSUA04221	20																			
TOTAL				120	1020	330	450	240								22		20		18		8
																3E		3E		3E		

2017/2018

S - specialization workshops, projects, seminars (20 students per group)

C - group of core content

H - group of humanistic content

D- group of directional content



European Funds
Knowledge Education Development

European Union
European Social Fund

