

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				
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							
		Service marketing		ZSUA02095																	
	17	Methods of artificial intelligence		ZSUA02363	2	15			15						1						
		C/C++ programming		ZSUA02936																	
	18	Green economy		ZSUA02937	3	30	15	15					1	1							
		Low emission economy		ZSUA02938																	
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				
		Quality in enterprise		ZSUA03940																	
	25	Social media in business		ZSUA03941	3	30			30									2			
		Social media management tools		ZSUA03942																	
	26	Techniques of business presentation		ZSUA03943	2	15		15									1				
		Innovative tools for business presentation		ZSUA03944																	
	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	
		Business culture		ZSUA04947																	
	31	Master degree diploma seminar 2		ZSUA04071	6	30			30												2
	32	Diplomma thesis		ZSUA04221	20																
TOTAL					120	1020	330	450	240	22			20			18			8		
										3E			3E			3E					

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

