

SEMESTER I					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Health & Safety and ergonomics	lecture	8	0	Credit
2	Foreign language (to be elected)	language class	58	4	Credit with a grade
3	Sociology	lecture+exercises	42	3	Credit with a grade
4	Psychology	lecture+exercises+workshop	42	4	Credit with a grade
5	Information Technology	laboratory	28	2	Credit with a grade
6	Elements of law and protection of intellectual property	lecture+exercises	28	3	Credit with a grade
7	Physical education	exercises	30	0	Credit
Number of hours and points			236	16	
B. PRIMARY EDUCATION MODULE					
8	Management	lecture+exercises+workshop	56	5	Credit with a grade
9	Basics of economics	lecture+exercises	56	5	Exam
10	Marketing	lecture+exercises+workshop	56	4	Credit with a grade
Number of hours and points			168	14	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D. PRACTICAL TRAINING MODULE – SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			404	30	

SEMESTER II

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
2	Ethics	discussion group+exercises	28	2	Credit with a grade
3	Physical education	exercises	30	0	Credit
Number of hours and points			116	6	
B. PRIMARY EDUCATION MODULE					
4	Management	lecture+exercises+workshop	56	5	Exam
5	Quantitative methods in management	lecture+exercises+laboratory	50	4	Credit with a grade
6	Elements of law in the economy	discussion group+workshop	28	3	Credit with a grade
7	Finances	lecture+exercises+workshop	56	4	Exam
8	Marketing research	lecture+workshop	42	4	Exam
9	Accountancy	lecture+exercises+laboratory	56	4	Exam
Number of hours and points			288	24	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			404	30	

SEMESTER III

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
Number of hours and points			58	4	
B. PRIMARY EDUCATION MODULE					
2	Organisation design methods	lecture+workshop	28	2	Credit with a grade
3	Organisational behaviours	lecture+exercises+workshop	36	2	Exam
4	Quality management	discussion group+workshop	28	2	Exam
5	IT systems in management	lecture+laboratory	31	2	Credit with a grade
6	Financial accounting	lecture+exercises+laboratory	36	3	Exam
7	Corporate finance	lecture+exercises+workshop	36	3	Exam
Number of hours and points			195	14	
C. PRACTICAL TRAINING MODULE					
8	Business entities in management / Business management	lecture+workshop	28	3	Exam
Number of hours and points			28	3	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
10	Professional practice	internship	240	9	Credit with a grade
Number of hours and points			240	9	
Number of hours and points in the whole semester:			521	30	

SEMESTER IV

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
Number of hours and points			58	4	
B. PRIMARY EDUCATION MODULE					
2	Economic forecasting	lecture+laboratory	42	3	Exam
3	Human Resources management	lecture+exercises+workshop	42	3	Exam
4	IT systems in management	lecture+laboratory	31	2	Credit with a grade
5	Financial analysis	lecture+exercises+workshop	36	3	Exam
Number of hours and points			151	11	
C. PRACTICAL TRAINING MODULE					
6	E-company / Marketing in e-business	discussion group+laboratory	28	3	Exam
7	Introduction to logistics / Logistics management	lecture+exercises	42	3	Exam
Number of hours and points			70	6	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
8	Professional practice	internship	240	9	Credit with a grade
Number of hours and points			240	9	
Number of hours and points in the whole semester:			519	30	

SEMESTER V

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
			58	4	
B. PRIMARY EDUCATION MODULE					
2	Management methods and techniques	lecture+exercises	42	3	Exam
3	Integrated marketing communication	lecture+workshop	42	3	Exam
			84	6	
C. PRACTICAL TRAINING MODULE					
			0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing					
4	Marketing in e-business	workshop	40	4	Credit with a grade
5	Integrated marketing communication	workshop	40	4	Credit with a grade
			80	8	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
4	Internet and mobile marketing	workshop	40	4	Credit with a grade
5	Sales methods and techniques	workshop	40	4	Credit with a grade
			80	8	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
4	Websites as a marketing and e-commerce tool	workshop	40	4	Credit with a grade
5	Instruments of competing in virtual space	workshop	40	4	Credit with a grade
			80	8	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
4	Talent management in a company	workshop	40	4	Credit with a grade
5	Manager's competences	workshop	40	4	Credit with a grade
			80	8	
D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership					
4	The basics of leadership	workshop	40	4	Credit with a grade
5	Manager's competences	workshop	40	4	Credit with a grade
			80	8	
D6. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)					
4	Change management in SMEs	workshop	40	4	Credit with a grade

5	Bookkeeping	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D7. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy					
4	Tourist market	workshop	40	4	Credit with a grade
5	Tourism marketing	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing					
4	International business	workshop	40	4	Credit with a grade
5	Integrated marketing communication	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D9. SPECIALIST SUBJECTS – SPECIALISATION: Diplomacy, negotiations and communication in international business					
4	Diplomatic protocol	workshop	40	4	Credit with a grade
5	Basics of negotiations	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication					
4	Internet and mobile marketing	workshop	40	4	Credit with a grade
5	Marketing strategies in services	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping					
4	Introduction to logistics	workshop	40	4	Credit with a grade
5	Supply chain management	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics					
4	Business analytics	workshop	40	4	Credit with a grade
5	Databases	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing					
4	Internet and mobile marketing	workshop	40	4	Credit with a grade
5	Marketing strategies in services	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching					
4	Innovation and creativity	workshop	40	4	Credit with a grade
5	Psychology of consumer behaviours	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Professional counselling and coaching					
4	Methodology of the work of a coach	workshop	40	4	Credit with a grade

5	Panorama of coaching tools and approaches	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration					
4	Administrative law	workshop	40	4	Credit with a grade
5	Constitutional system of state organs	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D17. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management					
4	IT process management standards	workshop	40	4	Credit with a grade
5	IT management and organisation	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
D18. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design					
4	Strategic alignment and IT value delivery	workshop	40	4	Credit with a grade
5	Management of IT resources and capabilities	workshop	40	4	Credit with a grade
Number of hours and points			80	8	
E. SEMINAR AND INTERNSHIPS					
6	Diploma seminar	discussion group	45	3	Credit with a grade
7	Professional practice	internship	240	9	Credit with a grade
Number of hours and points			285	12	
Number of hours and points in the whole semester:			507	30	

SEMESTER VI

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	58	4	Exam
Number of hours and points			58	4	
B. PRIMARY EDUCATION MODULE					
Number of hours and points			0	0	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing					
2	Public relations		40	4	Credit with a grade
3	E-communication and Social Media		40	4	Credit with a grade
4	Marketing planning		40	4	Credit with a grade
5	Brand creation		40	4	Credit with a grade
Number of hours and points			160	16	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
2	Sales promotion	workshop	40	4	Credit with a grade
3	Marketing planning	workshop	40	4	Credit with a grade
4	Marketing strategies in services	workshop	40	4	Credit with a grade
5	Merchandising	workshop	40	4	Credit with a grade
Number of hours and points			160	16	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
2	Public relations	workshop	40	4	Credit with a grade
3	E-communication and Social Media	workshop	40	4	Credit with a grade
4	Marketing planning	workshop	40	4	Credit with a grade
5	Brand creation	workshop	40	4	Credit with a grade
Number of hours and points			160	16	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
2	Motivation system in an organisation	workshop	40	4	Credit with a grade
3	Team management in an international company	workshop	40	4	Credit with a grade
4	Occupational stress management	workshop	40	4	Credit with a grade
5	Interpersonal communication	workshop	40	4	Credit with a grade
Number of hours and points			160	16	

D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership

2	Motivation system in an organisation	workshop	40	4	Credit with a grade
3	Leadership ethics	workshop	40	4	Credit with a grade
4	Occupational stress management	workshop	40	4	Credit with a grade
5	Manager's workshop	workshop	0	4	Credit with a grade
Number of hours and points			120	16	

D6. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)

2	Customer relationship management	workshop	40	4	Credit with a grade
3	Business plan as a management tool	workshop	40	4	Credit with a grade
4	Valuation and management of the enterprise value	workshop	40	4	Credit with a grade
5	Leadership and motivation	workshop	40	4	Credit with a grade
Number of hours and points			160	16	

D7. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy

2	Management in the hospitality and gastronomy industry	workshop	40	4	Credit with a grade
3	Planning tourist events	workshop	40	4	Credit with a grade
4	Promotion and sale of hospitality services	workshop	40	4	Credit with a grade
5	International tourism	workshop	40	4	Credit with a grade
Number of hours and points			160	16	

D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing

2	Public relations	workshop	40	4	Credit with a grade
3	International marketing	workshop	40	4	Credit with a grade
4	Marketing planning	workshop	40	4	Credit with a grade
5	Brand creation	workshop	40	4	Credit with a grade
Number of hours and points			160	16	

D9. SPECIALIST SUBJECTS – SPECIALISATION: Diplomacy, negotiations and communication in international business

2	Savoir vivre in business	workshop	40	4	Credit with a grade
3	Business negotiations	workshop	40	4	Credit with a grade
4	International business	workshop	40	4	Credit with a grade
5	Integrated business communication	workshop	40	4	Credit with a grade
Number of hours and points			160	16	

D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication

2	Public relations	workshop	40	4	Credit with a grade
3	E-communication and Social Media	workshop	40	4	Credit with a grade
4	Social marketing	workshop	40	4	Credit with a grade
5	Brand creation	workshop	40	4	Credit with a grade

Number of hours and points		160	16	
D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping				
2	Infrastructure in logistics	workshop	40	Credit with a grade
3	Economics of transport	workshop	40	Credit with a grade
4	Distribution logistics	workshop	40	Credit with a grade
5	Domestic and international shipping	workshop	40	Credit with a grade
Number of hours and points		160	16	
D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics				
2	Cybersecurity	workshop	40	Credit with a grade
3	Data analysis methods	workshop	40	Credit with a grade
4	IT support for processes and projects	workshop	40	Credit with a grade
5	Modelling of business processes	workshop	40	Credit with a grade
Number of hours and points		160	16	
D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing				
2	Mobile and digital marketing	workshop	40	Credit with a grade
3	Web analytics and Google Ads	workshop	40	Credit with a grade
4	Influencer marketing and Social Media	workshop	40	Credit with a grade
5	Digital TV	workshop	40	Credit with a grade
Number of hours and points		160	16	
D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching				
2	Creative strategy in advertising	workshop	40	Credit with a grade
3	Business ethics	workshop	40	Credit with a grade
4	Occupational stress management	workshop	40	Credit with a grade
5	Customer relationship management	workshop	40	Credit with a grade
Number of hours and points		160	16	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Professional counselling and coaching				
2	Career coaching	workshop	40	Credit with a grade
3	Career counsellor workshop	workshop	40	Credit with a grade
4	Personal consulting in practice	workshop	40	Credit with a grade
5	Coaching style of management	workshop	40	Credit with a grade
Number of hours and points		160	16	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration				
2	Functioning of the local government	workshop	40	Credit with a grade
3	Budget economy in administration	workshop	40	Credit with a grade
4	Public procurement	workshop	40	Credit with a grade
5	Control and audit in public administration institutions	workshop	40	Credit with a grade

Number of hours and points		160	16		
D17. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management					
2	IT and cybersecurity risk management	workshop	40	4	Credit with a grade
3	Ensuring personal and physical security of the ICT infrastructure	workshop	40	4	Credit with a grade
4	Managing and handling security and cybersecurity incidents	workshop	40	4	Credit with a grade
5	Legal aspects related to the functioning of IT	workshop	40	4	Credit with a grade
Number of hours and points		160	16		
D18. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design					
2	IT security and risk management	workshop	40	4	Credit with a grade
3	Legal aspects of IT management	workshop	40	4	Credit with a grade
4	Digital media workstation	workshop	40	4	Credit with a grade
5	Designing digital applications and tracks	workshop	40	4	Credit with a grade
Number of hours and points		160	16		
E. SEMINAR AND INTERNSHIPS					
6	Diploma seminar	discussion group	45	10	Credit with a grade
Number of hours and points		45	10		
Number of hours and points in the whole semester:		263	30		



SEMESTER I

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Health & Safety and ergonomics	lecture	4	0	Credit
2	Foreign language (to be elected)	language class	24	4	Credit with a grade
3	Sociology	lecture+exercises	24	3	Credit with a grade
4	Psychology	lecture+exercises+workshop	24	4	Credit with a grade
5	Information Technology	laboratory	16	2	Credit with a grade
6	Elements of law and protection of intellectual property	lecture+exercises	16	3	Credit with a grade
Number of hours and points			108	16	
B. PRIMARY EDUCATION MODULE					
7	Management	lecture+exercises+workshop	32	5	Credit with a grade
8	Basics of economics	lecture+exercises	32	5	Exam
9	Marketing	lecture+exercises+workshop	32	4	Credit with a grade
Number of hours and points			96	14	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D. PRACTICAL TRAINING MODULE – SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			204	30	

SEMESTER II

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
2	Ethics	discussion group+exercises	16	2	Credit with a grade
Number of hours and points			40	6	
B. PRIMARY EDUCATION MODULE					
4	Management	lecture+exercises+workshop	32	5	Exam
5	Quantitative methods in management	lecture+exercises+laboratory	32	4	Credit with a grade
6	Elements of law in the economy	discussion group+workshop	16	3	Credit with a grade
7	Finances	lecture+exercises+workshop	32	4	Exam
8	Marketing research	lecture+workshop	24	4	Exam
9	Accountancy	lecture+exercises+laboratory	40	4	Exam
Number of hours and points			176	24	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			216	30	

SEMESTER III

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
Number of hours and points			24	4	
B. PRIMARY EDUCATION MODULE					
2	Organisation design methods	lecture+workshop	16	2	Credit with a grade
3	Organisational behaviours	lecture+exercises+workshop	24	2	Exam
4	Quality management	discussion group+workshop	16	2	Exam
5	IT systems in management	lecture+laboratory	20	2	Credit with a grade
6	Financial accounting	lecture+exercises+laboratory	24	3	Exam
7	Corporate finance	lecture+exercises+workshop	24	3	Exam
Number of hours and points			124	14	
C. PRACTICAL TRAINING MODULE					
8	Business entities in management / Business management	lecture+workshop	16	3	Exam
Number of hours and points			16	3	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
10	Professional practice	internship	240	9	Credit with a grade
Number of hours and points			240	9	
Number of hours and points in the whole semester:			404	30	

SEMESTER IV					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
Number of hours and points			24	4	
B. PRIMARY EDUCATION MODULE					
2	Economic forecasting	lecture+laboratory	24	3	Exam
3	Human Resources management	lecture+exercises+workshop	24	3	Exam
4	IT systems in management	lecture+laboratory	20	2	Credit with a grade
5	Financial analysis	lecture+exercises+workshop	24	3	Exam
Number of hours and points			92	11	
C. PRACTICAL TRAINING MODULE					
6	E-company / Marketing in e-business	discussion group+laboratory	16	3	Exam
7	Introduction to logistics / Logistics management	lecture+exercises	24	3	Exam
Number of hours and points			40	6	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
Number of hours and points			0	0	
E. SEMINAR AND INTERNSHIPS					
8	Professional practice	internship	240	9	Credit with a grade
Number of hours and points			240	9	
Number of hours and points in the whole semester:			396	30	

SEMESTER V					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
	Number of hours and points		24	4	
B. PRIMARY EDUCATION MODULE					
2	Management methods and techniques	lecture+exercises	24	3	Exam
3	Integrated marketing communication	lecture+workshop	24	3	Exam
	Number of hours and points		48	6	
C. PRACTICAL TRAINING MODULE					
	Number of hours and points		0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing					
4	Marketing in e-business	workshop	24	4	Credit with a grade
5	Integrated marketing communication	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
4	Internet and mobile marketing	workshop	24	4	Credit with a grade
5	Sales methods and techniques	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
4	Websites as a marketing and e-commerce tool	workshop	24	4	Credit with a grade
5	Instruments of competing in virtual space	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
4	Talent management in a company	workshop	24	4	Credit with a grade
5	Manager's competences	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership					
4	The basics of leadership	workshop	24	4	Credit with a grade
5	Manager's competences	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D6. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)					
4	Change management in SMEs	workshop	40	4	Credit with a grade
5	Bookkeeping	workshop	24	4	Credit with a grade

	Number of hours and points		24	8	
D7. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy					
4	Tourist market	workshop	24	4	Credit with a grade
5	Tourism marketing	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing					
4	International business	workshop	24	4	Credit with a grade
5	Integrated marketing communication	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D9. SPECIALIST SUBJECTS – SPECIALISATION: Diplomacy, negotiations and communication in international business					
4	Diplomatic protocol	workshop	24	4	Credit with a grade
5	Basics of negotiations	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication					
4	Internet and mobile marketing	workshop	24	4	Credit with a grade
5	Marketing strategies in services	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping					
4	Introduction to logistics	workshop	24	4	Credit with a grade
5	Supply chain management	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics					
4	Business analytics	workshop	24	4	Credit with a grade
5	Databases	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing					
4	Internet and mobile marketing	workshop	24	4	Credit with a grade
5	Marketing strategies in services	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching					
4	Innovation and creativity	workshop	24	4	Credit with a grade
5	Psychology of consumer behaviours	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Professional counselling and coaching					
4	Methodology of the work of a coach	workshop	24	4	Credit with a grade
5	Panorama of coaching tools and approaches	workshop	24	4	Credit with a grade

Number of hours and points		48	8	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration				
4	Administrative law	workshop	24	Credit with a grade
5	Constitutional system of state organs	workshop	24	Credit with a grade
Number of hours and points		48	8	
D17. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management				
4	IT process management standards	workshop	24	Credit with a grade
5	IT management and organisation	workshop	24	Credit with a grade
Number of hours and points		48	8	
D18. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design				
4	Strategic alignment and IT value delivery	workshop	24	Credit with a grade
5	Management of IT resources and capabilities	workshop	24	Credit with a grade
Number of hours and points		48	8	
E. SEMINAR AND INTERNSHIPS				
6	Diploma seminar	discussion group	30	Credit with a grade
7	Professional practice	internship	240	Credit with a grade
Number of hours and points		270	12	
Number of hours and points in the whole semester:		390	30	

SEMESTER VI

No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Foreign language (to be elected)	language class	24	4	Exam
Number of hours and points			24	4	
B. PRIMARY EDUCATION MODULE					
Number of hours and points			0	0	
C. PRACTICAL TRAINING MODULE					
Number of hours and points			0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing					
2	Public relations		24	4	Credit with a grade
3	E-communication and Social Media		24	4	Credit with a grade
4	Marketing planning		24	4	Credit with a grade
5	Brand creation		24	4	Credit with a grade
Number of hours and points			96	16	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
2	Sales promotion	workshop	24	4	Credit with a grade
3	Marketing planning	workshop	24	4	Credit with a grade
4	Marketing strategies in services	workshop	24	4	Credit with a grade
5	Merchandising	workshop	24	4	Credit with a grade
Number of hours and points			96	16	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
2	Public relations	workshop	24	4	Credit with a grade
3	E-communication and Social Media	workshop	24	4	Credit with a grade
4	Marketing planning	workshop	24	4	Credit with a grade
5	Brand creation	workshop	24	4	Credit with a grade
Number of hours and points			96	16	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
2	Motivation system in an organisation	workshop	24	4	Credit with a grade
3	Team management in an international company	workshop	24	4	Credit with a grade
4	Occupational stress management	workshop	24	4	Credit with a grade
5	Interpersonal communication	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership

2	Motivation system in an organisation	workshop	24	4	Credit with a grade
3	Leadership ethics	workshop	24	4	Credit with a grade
4	Occupational stress management	workshop	24	4	Credit with a grade
5	Manager's workshop	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D6. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)

2	Customer relationship management	workshop	24	4	Credit with a grade
3	Business plan as a management tool	workshop	24	4	Credit with a grade
4	Valuation and management of the enterprise value	workshop	24	4	Credit with a grade
5	Leadership and motivation	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D7. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy

2	Management in the hospitality and gastronomy industry	workshop	24	4	Credit with a grade
3	Planning tourist events	workshop	24	4	Credit with a grade
4	Promotion and sale of hospitality services	workshop	24	4	Credit with a grade
5	International tourism	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing

2	Public relations	workshop	24	4	Credit with a grade
3	International marketing	workshop	24	4	Credit with a grade
4	Marketing planning	workshop	24	4	Credit with a grade
5	Brand creation	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D9. SPECIALIST SUBJECTS – SPECIALISATION: Diplomacy, negotiations and communication in international business

2	Savoir vivre in business	workshop	24	4	Credit with a grade
3	Business negotiations	workshop	24	4	Credit with a grade
4	International business	workshop	24	4	Credit with a grade
5	Integrated business communication	workshop	24	4	Credit with a grade
Number of hours and points			96	16	

D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication

2	Public relations	workshop	24	4	Credit with a grade
3	E-communication and Social Media	workshop	24	4	Credit with a grade
4	Social marketing	workshop	24	4	Credit with a grade
5	Brand creation	workshop	24	4	Credit with a grade

Number of hours and points		96	16	
D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping				
2	Infrastructure in logistics	workshop	24	Credit with a grade
3	Economics of transport	workshop	24	Credit with a grade
4	Distribution logistics	workshop	24	Credit with a grade
5	Domestic and international shipping	workshop	24	Credit with a grade
Number of hours and points		96	16	
D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics				
2	Cybersecurity	workshop	24	Credit with a grade
3	Data analysis methods	workshop	24	Credit with a grade
4	IT support for processes and projects	workshop	24	Credit with a grade
5	Modelling of business processes	workshop	24	Credit with a grade
Number of hours and points		96	16	
D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing				
2	Mobile and digital marketing	workshop	24	Credit with a grade
3	Web analytics and Google Ads	workshop	24	Credit with a grade
4	Influencer marketing and Social Media	workshop	24	Credit with a grade
5	Digital TV	workshop	24	Credit with a grade
Number of hours and points		96	16	
D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching				
2	Creative strategy in advertising	workshop	24	Credit with a grade
3	Business ethics	workshop	24	Credit with a grade
4	Occupational stress management	workshop	24	Credit with a grade
5	Customer relationship management	workshop	24	Credit with a grade
Number of hours and points		96	16	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Professional counselling and coaching				
2	Career coaching	workshop	24	Credit with a grade
3	Career counsellor workshop	workshop	24	Credit with a grade
4	Personal consulting in practice	workshop	24	Credit with a grade
5	Coaching style of management	workshop	24	Credit with a grade
Number of hours and points		96	16	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration				
2	Functioning of the local government	workshop	24	Credit with a grade
3	Budget economy in administration	workshop	24	Credit with a grade
4	Public procurement	workshop	24	Credit with a grade
5	Control and audit in public administration institutions	workshop	24	Credit with a grade

Number of hours and points		96	16		
D17. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management					
2	IT and cybersecurity risk management	workshop	24	4	Credit with a grade
3	Ensuring personal and physical security of the ICT infrastructure	workshop	24	4	Credit with a grade
4	Managing and handling security and cybersecurity incidents	workshop	24	4	Credit with a grade
5	Legal aspects related to the functioning of IT	workshop	24	4	Credit with a grade
Number of hours and points		96	16		
D18. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design					
2	IT security and risk management	workshop	24	4	Credit with a grade
3	Legal aspects of IT management	workshop	24	4	Credit with a grade
4	Digital media workstation	workshop	24	4	Credit with a grade
5	Designing digital applications and tracks	workshop	24	4	Credit with a grade
Number of hours and points		96	16		
E. SEMINAR AND INTERNSHIPS					
6	Diploma seminar	discussion group	45	10	Credit with a grade
Number of hours and points		45	10		
Number of hours and points in the whole semester:		165	30		