



SEMESTER I					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Management concepts	lecture+exercises	44	4	Exam
2	Macroeconomics	lecture+exercises	44	4	Exam
3	Civil and economic law	lecture+exercises	44	3	Exam
4	Ethics in management	lecture+exercises	42	3	Credit with a grade
5	Statistics	lecture+exercises	42	3	Credit with a grade
Number of hours and points			216	17	
B. PRIMARY EDUCATION MODULE					
6	IT management systems	laboratory	14	2	Credit with a grade
7	Social aspects of management	lecture+exercises	42	4	Exam
8	Psychology in management	lecture+exercises+workshop	58	3	Credit with a grade
Number of hours and points			114	9	
C. PRACTICAL TRAINING MODULE					
9	Specialist foreign language	language class	58	4	Credit with a grade
Number of hours and points			58	4	
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:			388	30	

SEMESTER II					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
Number of hours and points			0	0	
B. PRIMARY EDUCATION MODULE					
1	Methods of making managerial decisions	lecture+exercises	42	3	Credit with a grade
2	Strategic management	lecture+exercises	44	4	Exam
3	Process management	lecture+exercises	44	4	Exam
4	Management accounting	lecture+exercises	44	4	Exam
5	Entrepreneurship	discussion group+workshop	44	3	Exam
6	Business negotiations	discussion group+workshop	42	3	Credit with a grade
Number of hours and points			260	21	
C. PRACTICAL TRAINING MODULE					
7	Social research methods / Application of research methods in management sciences	lecture+exercises	42	3	Credit with a grade
Number of hours and points			42	3	
D. PRACTICAL TRAINING MODULE - SPECIALISATION					
8	Internship		120	6	Credit with a grade
Number of hours and points			120	6	
E. SEMINAR AND INTERNSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			422	30	

SEMESTER III					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
	Number of hours and points		0	0	
B. PRIMARY EDUCATION MODULE					
1	Shift management	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
C. PRACTICAL TRAINING MODULE					
	Number of hours and points		0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
2	International marketing	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D2. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
2	Manipulation and cooperation	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)					
2	Managing a company from the SME sector	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D4. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy					
2	Management and organisation in the hospitality and gastronomy industry	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D5. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing					
2	Creativity in advertising	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D6. SPECIALIST SUBJECTS – SPECIALISATION: Image communication					
2	Media relations and the market of media	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D7. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping					
2	Economics of transport management	discussion group+workshop	42	4	Credit with a grade
	Number of hours and points		42	4	
D8. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics					
2	Modelling and forecasting economic phenomena	discussion group+workshop	42	4	Credit with a grade

Number of hours and points		42	4		
D9. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing					
2	Digital innovations	discussion group+workshop	42	4	Credit with a grade
Number of hours and points		42	4		
D10. SPECIALIST SUBJECTS – SPECIALISATION: Financial management and accounting					
2	Managerial finance	discussion group+workshop	42	4	Credit with a grade
Number of hours and points		42	4		
D11. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management					
2	Information Security Management Systems (ISMS)	discussion group+workshop	42	4	Credit with a grade
Number of hours and points		42	4		
D12. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design					
2	Design and implementation of IT systems	discussion group+workshop	42	4	Credit with a grade
Number of hours and points		42	4		
E. SEMINAR AND INTERNSHIPS					
3	Master's seminar	exercises	30	10	Credit with a grade
4	Professional practice	practice	240	12	Credit with a grade
Number of hours and points		270	22		
Number of hours and points in the whole semester:			354	30	

SEMESTER IV					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
Number of hours and points			0	0	
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 and sales management					
1	Customer relationship management	lecture+exercises	42	4	Credit with a grade
2	Psychology of consumer behaviours	lecture+exercises	42	4	Credit with a grade
3	Marketing information system	discussion group+workshop	42	4	Credit with a grade
4	Marketing in e-business	lecture+exercises	42	4	Credit with a grade
5	Sales management	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	
D2. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
1	Talent management	lecture+exercises	42	4	Credit with a grade
2	Interpersonal communication	lecture+exercises	42	4	Credit with a grade
3	Managing the managerial staff	discussion group+workshop	42	4	Credit with a grade
4	A compendium of knowledge for a modern manager	lecture+exercises	42	4	Credit with a grade
5	Coaching and mentoring	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)					
1	Enterprise of the future	lecture+exercises	42	4	Credit with a grade
2	Innovation management in SMEs	lecture+exercises	42	4	Credit with a grade
3	Integrated business communication	discussion group+workshop	42	4	Credit with a grade
4	Instruments of competing in virtual space	lecture+exercises	42	4	Credit with a grade
5	Strategic thinking	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	
D4. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy					
1	Legal basis of tourism management	lecture+exercises	42	4	Credit with a grade

2	Event management	lecture+exercises	42	4	Credit with a grade
3	Social Media in tourism	discussion group+workshop	42	4	Credit with a grade
4	New trends in tourism	lecture+exercises	42	4	Credit with a grade
5	Instruments of competing in virtual space	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D5. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing

1	International business	lecture+exercises	42	4	Credit with a grade
2	Strategic marketing planning	lecture+exercises	42	4	Credit with a grade
3	Integrated communication in international business	discussion group+workshop	42	4	Credit with a grade
4	International marketing	lecture+exercises	42	4	Credit with a grade
5	Intercultural communication in organisations	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D6. SPECIALIST SUBJECTS – SPECIALISATION: Image communication

1	Customer relationship management	lecture+exercises	42	4	Credit with a grade
2	Psychology of consumer behaviours	lecture+exercises	42	4	Credit with a grade
3	Social programmes and campaigns	discussion group+workshop	42	4	Credit with a grade
4	Brand management	lecture+exercises	42	4	Credit with a grade
5	Integrated marketing communication	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D7. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping

1	Logistics management	lecture+exercises	42	4	Credit with a grade
2	Supply chain management	lecture+exercises	42	4	Credit with a grade
3	Innovations in logistics systems	discussion group+workshop	42	4	Credit with a grade
4	E-logistics	lecture+exercises	42	4	Credit with a grade
5	Domestic and international shipping	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D8. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics

1	Artificial Intelligence and Big Data methods	lecture+exercises	42	4	Credit with a grade
2	Introduction to R and Python	lecture+exercises	42	4	Credit with a grade
3	IT data analysis tools	discussion group+workshop	42	4	Credit with a grade
4	Business simulations	lecture+exercises	42	4	Credit with a grade
5	IT process management tools	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D9. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing

1	Advertising on the Internet and in Social Media	lecture+exercises	42	4	Credit with a grade
2	Research in media and advertising	lecture+exercises	42	4	Credit with a grade
3	Digital TV – advertising and commercial aspects	discussion group+workshop	42	4	Credit with a grade
4	Influencer marketing and Social Media	lecture+exercises	42	4	Credit with a grade
5	Media communication	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D10. SPECIALIST SUBJECTS – SPECIALISATION: Financial management and accounting

1	Risk and enterprise's value management	lecture+exercises	42	4	Credit with a grade
2	Sources of financing for economic entities	lecture+exercises	42	4	Credit with a grade
3	Business ethics	discussion group+workshop	42	4	Credit with a grade
4	Integrated IT systems in finance	lecture+exercises	42	4	Credit with a grade
5	Advanced financial accounting	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D11. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management

1	Computer forensics tools in the area of security / cybersecurity	lecture+exercises	42	4	Credit with a grade
2	Cyber Security Leadership	lecture+exercises	42	4	Credit with a grade
3	Technical aspects of cybersecurity	discussion group+workshop	42	4	Credit with a grade
4	Legal aspects of cybersecurity	lecture+exercises	42	4	Credit with a grade
5	Global Cybersecurity Regulatory System	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

D12. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design

1	Digital media workstation	lecture+exercises	42	4	Credit with a grade
2	IT project management	lecture+exercises	42	4	Credit with a grade
3	Designing digital applications and tracks	discussion group+workshop	42	4	Credit with a grade
4	Quality and security of IT management	lecture+exercises	42	4	Credit with a grade
5	COBIT (Control Objectives for Information and related Technology)	lecture+exercises	42	4	Credit with a grade
Number of hours and points			210	20	

E. SEMINAR AND INTERNSHIPS

3	Master's seminar	exercises	30	10	Credit with a grade
Number of hours and points			30	10	

Number of hours and points in the whole semester:

240 30



SEMESTER I					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
1	Management concepts	lecture+exercises	26	4	Exam
2	Macroeconomics	lecture+exercises	26	4	Exam
3	Civil and economic law	lecture+exercises	30	3	Exam
4	Ethics in management	lecture+exercises	26	3	Credit with a grade
5	Statistics	lecture+exercises	26	3	Credit with a grade
Number of hours and points			134	17	
B. PRIMARY EDUCATION MODULE					
6	IT management systems	laboratory	10	2	Credit with a grade
7	Social aspects of management	lecture+exercises	28	4	Exam
8	Psychology in management	lecture+exercises+workshop	38	3	Credit with a grade
Number of hours and points			76	9	
C. PRACTICAL TRAINING MODULE					
9	Specialist foreign language	language class	38	4	Credit with a grade
Number of hours and points			38	4	
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:			248	30	

SEMESTER II					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
Number of hours and points			0	0	
B. PRIMARY EDUCATION MODULE					
1	Methods of making managerial decisions	lecture+exercises	26	3	Credit with a grade
2	Strategic management	lecture+exercises	26	4	Exam
3	Process management	lecture+exercises	26	4	Exam
4	Management accounting	lecture+exercises	26	4	Exam
5	Entrepreneurship	discussion group+workshop	26	3	Exam
6	Business negotiations	discussion group+workshop	26	3	Credit with a grade
Number of hours and points			156	21	
C. PRACTICAL TRAINING MODULE					
7	Social research methods / Application of research methods in management sciences	lecture+exercises	30	3	Credit with a grade
Number of hours and points			30	3	
D. PRACTICAL TRAINING MODULE – SPECIALISATION					
8	Professional practice		120	6	Credit with a grade
Number of hours and points			120	6	
E. SEMINAR AND INTERNSHIPS					
Number of hours and points			0	0	
Number of hours and points in the whole semester:			306	30	

SEMESTER III					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
	Number of hours and points		0	0	
B. PRIMARY EDUCATION MODULE					
1	Shift management	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
C. PRACTICAL TRAINING MODULE					
	Number of hours and points		0	0	
D1. SPECIALIST SUBJECTS – SPECIALISATION: Marketing					
2	Creativity in advertising	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
2	International marketing	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
2	Creativity in advertising	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
2	Manipulation and cooperation	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership					
2	Manipulation and cooperation	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D6. SPECIALIST SUBJECTS – SPECIALISATION: Management of small and medium-sized enterprises (SMEs)					
2	Managing a company from the SME sector	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D7. SPECIALIST SUBJECTS – SPECIALISATION: Management and marketing in tourism, hospitality and gastronomy					
2	Management and organisation in the hospitality and gastronomy industry	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing					
2	Creativity in advertising	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	

D9. SPECIALIST SUBJECTS – SPECIALISATION: Diplomacy, negotiations and communication in international business					
2	Instruments of competing in virtual space	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication					
2	Media relations and the media market	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping					
2	Economics of transport management	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics					
2	Modelling and forecasting economic phenomena	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing					
2	Digital innovations	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching					
2	Manipulation and cooperation	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration					
2	The state and its system	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management					
2	Information Security Management Systems (ISMS)	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
D17. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design					
2	Design and implementation of IT systems	discussion group+workshop	26	4	Credit with a grade
	Number of hours and points		26	4	
E. SEMINAR AND INTERNSHIPS					
3	Master's seminar	exercises	30	10	Credit with a grade
4	Professional practice	internship	240	12	Credit with a grade
	Number of hours and points		270	22	
	Number of hours and points in the whole semester:		322	30	

SEMESTER IV					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GENERAL EDUCATION MODULE					
Number of hours and points			0	0	
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					
1	International business	lecture+exercises	26	4	Credit with a grade
2	Strategic marketing planning	lecture+exercises	26	4	Credit with a grade
3	Integrated business communication	discussion group+workshop	26	4	Credit with a grade
4	Marketing in e-business	lecture+exercises	26	4	Credit with a grade
5	Marketing communication	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	
D2. SPECIALIST SUBJECTS – SPECIALISATION: Marketing and sales management					
1	Customer relationship management	lecture+exercises	26	4	Credit with a grade
2	Psychology of consumer behaviours	lecture+exercises	26	4	Credit with a grade
3	Marketing information system	discussion group+workshop	26	4	Credit with a grade
4	Marketing in e-business	lecture+exercises	26	4	Credit with a grade
5	Sales management	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	
D3. SPECIALIST SUBJECTS – SPECIALISATION: Internet marketing (e-Marketing and e-Commerce)					
1	International business	lecture+exercises	26	4	Credit with a grade
2	Strategic marketing planning	lecture+exercises	26	4	Credit with a grade
3	Integrated business communication	discussion group+workshop	26	4	Credit with a grade
4	Marketing in e-business	lecture+exercises	26	4	Credit with a grade
5	Marketing communication	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	
D4. SPECIALIST SUBJECTS – SPECIALISATION: HR and talent management					
1	Talent management	lecture+exercises	26	4	Credit with a grade
2	Interpersonal communication	lecture+exercises	26	4	Credit with a grade
3	Managing the managerial staff	discussion group+workshop	26	4	Credit with a grade

4	A compendium of knowledge for a modern manager	lecture+exercises	26	4	Credit with a grade
5	Coaching and mentoring	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D5. SPECIALIST SUBJECTS – SPECIALISATION: Business leadership

1	Personal development training of a leader	lecture+exercises	26	4	Credit with a grade
2	Business management of the future	lecture+exercises	26	4	Credit with a grade
3	Managing the managerial staff	discussion group+workshop	26	4	Credit with a grade
4	Business management – dilemmas and mistakes	lecture+exercises	26	4	Credit with a grade
5	Coaching and mentoring	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

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

1	Enterprise of the future	lecture+exercises	26	4	Credit with a grade
2	Innovation management in SMEs	lecture+exercises	26	4	Credit with a grade
3	Integrated business communication	discussion group+workshop	26	4	Credit with a grade
4	Instruments of competing in virtual space	lecture+exercises	26	4	Credit with a grade
5	Strategic thinking	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

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

1	Legal basis of tourism management	lecture+exercises	26	4	Credit with a grade
2	Event management	lecture+exercises	26	4	Credit with a grade
3	Social Media in tourism	discussion group+workshop	26	4	Credit with a grade
4	New trends in tourism	lecture+exercises	26	4	Credit with a grade
5	Instruments of competing in virtual space	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D8. SPECIALIST SUBJECTS – SPECIALISATION: International business and marketing

1	International business	lecture+exercises	26	4	Credit with a grade
2	Strategic marketing planning	lecture+exercises	26	4	Credit with a grade
3	Integrated communication in international business	discussion group+workshop	26	4	Credit with a grade
4	International marketing	lecture+exercises	26	4	Credit with a grade
5	Intercultural communication across organisations	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

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

1	International business	lecture+exercises	26	4	Credit with a grade
2	International and community tax law	lecture+exercises	26	4	Credit with a grade
3	Business negotiations	discussion group+workshop	26	4	Credit with a grade
4	Techniques of negotiations and mediation	lecture+exercises	26	4	Credit with a grade

5	Intercultural communication across organisations	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D10. SPECIALIST SUBJECTS – SPECIALISATION: Image communication

1	Customer relationship management	lecture+exercises	26	4	Credit with a grade
2	Psychology of consumer behaviours	lecture+exercises	26	4	Credit with a grade
3	Social programmes and campaigns	discussion group+workshop	26	4	Credit with a grade
4	Brand management	lecture+exercises	26	4	Credit with a grade
5	Integrated marketing communication	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D11. SPECIALIST SUBJECTS – SPECIALISATION: Logistics, transport and shipping

1	Logistics management	lecture+exercises	26	4	Credit with a grade
2	Supply chain management	lecture+exercises	26	4	Credit with a grade
3	Innovations in logistics systems	discussion group+workshop	26	4	Credit with a grade
4	E-logistics	lecture+exercises	26	4	Credit with a grade
5	Domestic and international shipping	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D12. SPECIALIST SUBJECTS – SPECIALISATION: Data management and Big Data analytics

1	Artificial Intelligence and Big Data methods	lecture+exercises	26	4	Credit with a grade
2	Introduction to R and Python	lecture+exercises	26	4	Credit with a grade
3	IT data analysis tools	discussion group+workshop	26	4	Credit with a grade
4	Business simulations	lecture+exercises	26	4	Credit with a grade
5	IT process management tools	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D13. SPECIALIST SUBJECTS – SPECIALISATION: Mobile and digital marketing

1	Advertising on the Internet and in Social Media	lecture+exercises	26	4	Credit with a grade
2	Research in media and advertising	lecture+exercises	26	4	Credit with a grade
3	Digital TV – advertising and commercial aspects	discussion group+workshop	26	4	Credit with a grade
4	Influencer marketing and Social Media	lecture+exercises	26	4	Credit with a grade
5	Media communication	lecture+exercises	26	4	Credit with a grade
Number of hours and points			130	20	

D14. SPECIALIST SUBJECTS – SPECIALISATION: Business psychology and coaching

1	Talent management	lecture+exercises	26	4	Credit with a grade
2	Strategic marketing planning	lecture+exercises	26	4	Credit with a grade
3	Psychology of consumer behaviours	discussion group+workshop	26	4	Credit with a grade
4	Interpersonal communication	lecture+exercises	26	4	Credit with a grade
5	Coaching and mentoring	lecture+exercises	26	4	Credit with a grade

Number of hours and points		130	20	
D15. SPECIALIST SUBJECTS – SPECIALISATION: Management in public administration				
1	HR in public administration	lecture+exercises	26	4 Credit with a grade
2	Administrative law – an advanced course	lecture+exercises	26	4 Credit with a grade
3	Civil law and contracts	discussion group+workshop	26	4 Credit with a grade
4	Development strategies of local government units	lecture+exercises	26	4 Credit with a grade
5	Cooperation of local government units with the local environment	lecture+exercises	26	4 Credit with a grade
Number of hours and points		130	20	
D16. SPECIALIST SUBJECTS – SPECIALISATION: Security and cybersecurity management				
1	Computer forensics tools in the area of security / cybersecurity	lecture+exercises	26	4 Credit with a grade
2	Cyber Security Leadership	lecture+exercises	26	4 Credit with a grade
3	Technical aspects of cybersecurity	discussion group+workshop	26	4 Credit with a grade
4	Legal aspects of cybersecurity	lecture+exercises	26	4 Credit with a grade
5	Global Cybersecurity Regulatory System	lecture+exercises	26	4 Credit with a grade
Number of hours and points		130	20	
D17. SPECIALIST SUBJECTS – SPECIALISATION: Management in IT and digital design				
1	Digital media workstation	lecture+exercises	26	4 Credit with a grade
2	IT project management	lecture+exercises	26	4 Credit with a grade
3	Designing digital applications and tracks	discussion group+workshop	26	4 Credit with a grade
4	Quality and security of IT management	lecture+exercises	26	4 Credit with a grade
5	COBIT (Control Objectives for Information and related Technology)	lecture+exercises	26	4 Credit with a grade
Number of hours and points		130	20	
E. SEMINAR AND INTERNSHIPS				
3	Master's seminar	exercises	30	10 Credit with a grade
Number of hours and points		30	10	
Number of hours and points in the whole semester:			160	30