

Speciality: Smart and innovative business

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	12	13	14	15	16	17	18	19	20	21	22	23	24			
2021/2022	I	1 Management concepts	C	ZSUA01142	5	90	30	60			2E	4														
		2 Psychology in management	H	ZSUA01288	2	30	15	15			1	1														
		3 Innovative entrepreneurship	D	ZSUA01560	4	60	30	30			2	2														
		4 Civil law	C	ZSUA01144	4	60	30	30			2	2														
		5 Contemporary methods of management and smart IT tools		ZSUA01929	4	60	15	30	15		1	2	1													
		6 Innovative marketing management and market research		ZSUA01930	5	75	15	30	30		1E	2	2													
		7 Business process management	D	ZSUA01908	4	60	30		30		2E		2													
		8 Business coaching and mentoring		ZSUA01931	2	30		30				2														
	II	9 International marketing	D	ZSUA02255	3	45	15	30							1E	2										
		10 Mathematical statistics	C	ZSUA02143	4	60	30		30						2		2									
		11 Macroeconomics	C	ZSUA02024	4	60	30	30							2E	2										
		12 Academic writing and communication		ZSUA02910	2	30		30							2	2										
		13 Project management in innovative business		ZSUA02932	4	60	30	30							2E	2										
		14 Smart start-ups		ZSUA02933	3	45	15	30							1	2										
		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																									
2021/2022	III	19 Business ethics	C	ZSUA03154	3	45	15	30										1	2							
		20 Management accounting	D	ZSUA03156	3	30	15	15											1E	1						
		21 Innovation and strategic management	D	ZSUA03919	4	60	30	30											2E	2						
		22 Benchmarking		ZSUA03939	3	30	15		15											1		1				
		23 Strategic foresight		ZSUA03231	3	45	30	15												2E	1					
		24 Business excellence		ZSUA03925	3	30	15	15												1	1					
		Quality in enterprise	ZSUA03940																							
	25 Social media in business		ZSUA03941	3	30			30																		
	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 Internship			ZSUA04220	2																						
32 Master degree diploma seminar 2			ZSUA04071	6	30			30																	2	
33 Diplomma thesis		ZSUA04221	18																							
TOTAL				120	1290	450	600	240			31				26				21				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