

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	9	10	11	13	14	15	17	18	19	21	22	23	24		
2022/2023	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								
		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						
		17 Service marketing		ZSUA02095																	
		18 Methods of artificial intelligence		ZSUA02363	2	15			15						1						
2022/2023	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					
		25 Quality in enterprise		ZSUA03940																	
		26 Social media in business		ZSUA03941	3	30			30									2			
		27 Social media management tools		ZSUA03942																	
		28 Techniques of business presentation		ZSUA03943	2	15		15								1					
IV	29 Innovative tools for business presentation		ZSUA03944																		
	30 Master degree diploma seminar 1		ZSUA03071	6	30			30									2				
	31 Conflicts and negotiations in organization	D	ZSUA04577	2	30	15	15											1	1		
	32 Managing employee performance		ZSUA04945	1	30		30												2		
	33 Savoir-vivre in business		ZSUA04946	1	30		30												2		
	34 Business culture		ZSUA04947																		
	35 Internship		ZSUA04220	2																	
36 Master degree diploma seminar 2		ZSUA04071	6	30			30														
37 Diplomma thesis		ZSUA04221	18																		
TOTAL				120	1290	450	600	240	31			26			21			8			
									3E			3E			3 E						

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

C - group of core content

H - group of humanistic content

D- group of directional content