

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							
									15 weeks			15 weeks			15 weeks			15 weeks							
				Total	L	C	S	L	C	S	L	C	S	L	C	S	L	C	S						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
2024/20225	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																								
2024/20225	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											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 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