

Speciality: Smart and innovative business

		No	Subject name	CODE	ECTS					Hourly schedule											
										I year						II year					
						Hours				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	9	10	11	13	14	15	17	18	19	21	22	23	24
2025/2026	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	C	ZSUA01560	4	60	30	30		2	2									
		4	Civil law		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		ZSUA01908	4	60	30		30	2E		2								
		8	Business coaching and mentoring		ZSUA01931	2	30		30			2									
	II	9	International marketing		ZSUA02255	3	45	15	30					1E	2						
		10	Mathematical statistics		ZSUA02143	4	60	30		30				2		2					
		11	Macroeconomics		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						
			Service marketing		ZSUA02095																
		17	Methods of artificial intelligence		ZSUA02363	2	15			15						1					
	C/C++ programming		ZSUA02936																		
	Green economy		ZSUA02937	3	30	15	15					1	1								
	Low emission economy		ZSUA02938																		
2025/2026	III	19	Business ethics	H	ZSUA03154	3	45	15	30							1	2				
		20	Management accounting		ZSUA03156	3	30	15	15							1E	1				
		21	Innovation and strategic management	C	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		ZSUA04577	2	30	15	15										1	1	
		29	Managing employee performance		ZSUA04945	1	30		30											2	
		30	Savoir-vivre in business	H	ZSUA04946	1	30		30											2	
			Business culture	H	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			3 E						

S - specialization workshops, projects, seminars

C - group of core content

H - group of humanistic content