

**Master's Degree Study Programme**  
**ECONOMICS AND MANAGEMENT**

**Study Plan: Economics and Management of Small and Medium Enterprises**

Profile of the Study Programme  
Form of Study:

professionally oriented  
full-time

**1st term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	Strategic Management	1	0	2	Credit, exam	4
	Corporate Finance 2	2	0	2	Credit, exam	5
	Statistics 2	2	0	2	Credit, exam	5
	Ethics and Corporate Social Responsibility of Small and Medium-Sized Enterprises	1	0	1	Credit	3
	Small and Medium-Sized Enterprises	1	0	2	Credit, exam	4
	Management Accounting 2	2	0	2	Credit, exam	5

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**2nd term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	Microeconomics 2	2	0	2	Credit, exam	5
	Financial Analyses and Reporting	1	0	2	Credit, exam	4
	Communication Skills for Managers	0	0	2	Credit	3
	Professional Practice 1	3 weeks			Credit	5
	Value Chain and Innovation Management□	0	2	0	Credit	3
	Marketing Communication	2	0	1	Credit, exam	4

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**3rd term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	Macroeconomics 2	2	0	2	Credit, exam	5
	Modern Tools of Effective Management	2	0	2	Credit, exam	5
	Audit and Controlling	1	0	2	Credit, exam	4
	Methodology of Data Collection and Interpretation	2	0	2	Credit	5
	Taxes and Accounting for Small and Medium-sized Enterprises	2	0	1	Credit	4
	Production Management	2	0	1	Credit, exam	4

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**4th term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	ICT Security and Data Protection	2	0	0	Exam	3
	Digital Marketing	1	0	2	Credit, exam	4
	Logistics Management 2	1	0	1	Credit, exam	3
	Diploma Thesis	0	1	0	Credit	8
	Professional Practice 2	3 weeks			Credit	5
	E-business	1	0	2	Credit	4

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Total credits for compulsory subjects

104

**Optional Subjects**

**2nd term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	History of Economic Thought	2	0	1	Credit	4
	Pricing and Pricing Strategy	2	0	1	Credit	4
	Economic Policy and Regional Development	2	0	1	Credit, exam	4
	International Accounting	2	0	1	Credit, exam	4
	Facility Management 2	0	2	0	Credit	3

**4th term**

Abbreviation	Subject	Lectures	Seminars	Workshops	End	Credits
	Brand Management	2	0	1	Credit, exam	4
	Intellectual Property Rights	2	0	0	Exam	3
	International Private Law and Dispute Resolution	1	0	1	Exam	3

Students choose at least 3 optional subjects.

