



International Business – Master programme

Autumn semester 2022/2023

II year	Course code	Course name	Contact hours	ECTS
1.	IB-2-II	Crisis management	30	3,0
2.	IB-2-II	International logistics II*	30+30	6,0
3.	IB-2-II	International management consulting	30	3,0
4.	IB-2-II	International human resource management	30	3,0
5.	IB-2-II	International strategies of financing*	15+15	3,0
6.	IB-2-II	<i>International corporations and their business networks</i>	30	3,0
7.	IB-2-II	<i>Strategies of foreign direct investment</i>	30	3,0
8.	IB-2-II	<i>Successful strategies on CEEC Markets</i>	30	3,0
9.	IB-2-II	<i>Personal policy in tourism</i>	30	3,0

*courses composed of two parts classes and lectures



Finance – Bachelor programme

Autumn semester 2022/2023

II year	Course code	Course name	Contact hours	ECTS
1.	F-2-I	Statistics*	30+30	5,0
2.	F-2-I	Banking*	30+30	6,0
3.	F-2-I	Financial reporting*	15+30	6,0
4.	F-2-I	Fundamentals of insurance*	30+15	5,0
5.	F-2-I	Public finance*	30+30	6,0

III year	Course code	Course name	Contact hours	ECTS
1.	F-3-I	Valuation of financial instruments*	30+30	4,0
2.	F-3-I	Monetary and fiscal policy	30	2,0
3.	F-3-I	Alternative investments	30	2,0
4.	F-3-I	<i>Banking systems</i>	30	3,0
5.	F-3-I	<i>Economics of happiness</i>	30	3,0
6.	F-3-I	<i>European Union tax policy</i>	30	3,0
7.	F-3-I	<i>Investment funds</i>	30	3,0

* courses composed of two parts classes and lectures



Innovation Management – Master programme

Autumn semester 2022/2023

II year	Course code	Course name	Contact hours	ECTS
1.	IM-2-II	ShopLab research*	15+30	4,0
2.	IM-2-II	Ethics*	15+15	3,0
3.	IM-2-II	E-marketing*	15+15	3,0
4.	IM-2-II	Database technology in business	30	3,0
5.	IM-2-II	Merchandising*	15+15	3,0
6.	IM-2-II	<i>Sustainable management</i>	30	3,0
7.	IM-2-II	<i>Business Intelligence</i>	30	3,0
8.	IM-2-II	<i>Multimedia applications in business</i>	30	3,0

* courses composed of two parts classes and lectures



Bachelor in Business Administration- Bachelor programme

Autumn semester 2022/2023

II year	Course code	Course name	Contact hours	ECTS
1.	BBA-2-I	Principles of corporate finance *	15+30	5,0
2.	BBA-2-I	International economic relations*	30+30	5,0
3.	BBA-2-I	Managerial accounting*	15+30	6,0
4.	BBA-2-I	International strategic management*	30+30	6,0
5.	BBA-2-I	Digital marketing in international marketplace*	15+30	4,0
6.	BBA-2-I	Foreign market entry and growth	30	2,0

III year	Course code	Course name	Contact hours	ECTS
1.	BBA-3-I	Applied quantitative methods (with R)*	15+30	5,0
2.	BBA-3-I	Cultural diversity and customer behaviour*	30+30	5,0
3.	BBA-3-I	International trade - advanced course	30	3,0
4.	BBA-3-I	E-business	30	3,0
5.	BBA-3-I	Applied project management*	15+30	4,0
6.	BBA-3-I	Business financing	30	3,0
7.	BBA-3-I	<i>Consumer behaviour - new trends and technologies</i>	30	3,0

* courses composed of two parts classes and lectures