

# RECOMMENDED STUDY PLAN

## Study programme: Business Management (for students enrolled from Autumn 2022)

Study form: Master's full-time single-subject

### INSTRUCTIONS ON HOW TO UNDERSTAND THE RECOMMENDED STUDY PLAN:

The Recommended Study Plan (RSP) contains a list of courses that students must complete during their studies. The plan is called "recommended", so there is no obligation to enrol in a course in the semester in which it is stated in the RSP.

Each student can arrange the courses according to their needs and wishes. However, when composing the plan, students need to **pay attention to the following**:

- Most courses are offered only **once** per academic year, i.e., only in the autumn or only in the spring semester. Therefore, if a course is offered in the autumn semester, the next option to enrol in it will be in a year time. This does not apply to courses Academic Writing, Presentation Skills for Foreign Students and courses related to the writing of the Diploma Thesis, which are offered every semester.
- Students must obtain at least **120 ECTS to complete a master's degree programme**. If a student plans to complete the studies during the standard study period of 4 semesters, they must obtain an average of **30 ECTS per semester**. At the same time, it is necessary to **pay attention to the Study and Examination Regulations**, which say that:
  - o To be allowed to enrol in the next semester, every student is obliged to obtain at least 20 ECTS per semester or 45 ECTS in two previous semesters together.
  - o At the same time, the student is obliged to complete all repeated courses enrolled in the current semester successfully.

The Recommended Study Plan is compiled so that the first semester in the table corresponds to the autumn semester. Therefore, **if students start their studies in spring (spring intake students), it will not be possible for them to enrol in most of the courses that are in the RSP in the first semester (autumn courses)**. In this case, students switch the semesters in the RSP. In the first semester (spring), they enrol in courses that are listed in the RSP as courses for the second semester and in their second semester enrol in courses from the first semester in the RSP.

### COURSE INSTRUCTIONS:

In the Recommended Study Plan, students have to pass the following types of courses:

**Compulsory courses:** During their studies, students are obliged to complete all courses listed in the table below. Students choose one specialisation in the field of study – Marketing or Management and are obliged to complete all the courses listed in this specialisation. Students verify their completed courses using control templates in the IS MU (Student - Control of study progress). Students must also pay attention to the specialisation when choosing their master's thesis topic – the topic must be connected to the specialization the student chose.

**Elective courses:** Students enrol in elective courses up to the required minimum number of 120 ECTS. They may choose from courses offered by any faculty. **The list of elective courses is to be found [here](#)**. **Please note** that in the list, students may find courses that are compulsory in their study programme. In such a case, they have to choose another elective course. Also, they have to make sure to search for courses in the correct term and read the information about the course to make sure that the level of the course corresponds to their study abilities.

Students are obliged to study the "[Students](#)" section on the ECON MUNI website, which is full of essential information about their studies.

### STUDY ADVISOR:

Do you have questions about courses, theses, state final exams, or other study-related issues? At that point, it's time to contact your study programme advisor. More information [here](#).

### RECOMMENDED STUDY PLAN:

<b>SPECIALISATION: MANAGEMENT</b>				
During their studies, students are obliged to complete all these courses.				
<b>Semester 1:</b>				
CODE	NAME OF THE COURSE	CREDITS	INTENSITY	NUMBER OF ECTS FOR ELECTIVE COURSES
MPE_AMI2	Microeconomics 2	4	2/0	8 ECTS or more
MPE_ACMI	Seminar in Microeconomics	5	0/2	
MPJ_PJPSFS	Presentation Skills for Foreign Students	4	0/2	
MPH_ACOP	Consultancy Project	8	1/3	
<b>Semester 2:</b>				
<b>Before the tuition of the 2<sup>nd</sup> semester starts, students are obliged to choose the diploma thesis topic – see the Academic calendar.</b>				
MPE_AMA2	Macroeconomics 2	4	2/0	---
MPE_ACMA	Seminar in Macroeconomics	5	0/2	
MPH_AIMA	International Management	4	0/2	
MPH_STMA	Strategic Management	4	0/2	
MPH_ADTH	Diploma Thesis Assignment	3	-	
MPH_ACMS	Corporate Management System	8	2/2	
MPF_AFAP	Corporate Finance	6	2/2	
XPX_ACAD	Academic Writing	4	0/2	
<b>Semester 3:</b>				
MPH_ADS1	Diploma Seminar 1	12	0/2	---
MPH_BUPA	Business Process Analysis	5	0/3	
MPH_AOPR	Operations Research and ERP	8	2/2	
MPH_ORBE	Organizational Behavior*	4	1/1	
MPH_CSMR	Business Research	4	1/2	
<b>Semester 4:</b>				
<b>In the 4<sup>th</sup> semester, students register for the Final State Examinations and hand in their Diploma theses. For exact dates, see the Academic calendar of the faculty.</b>				
MPH_MIDA	Management in the Digital Age**	5	2/0	3 ECTS or more
MPH_ADS2	Diploma Seminar 2	12	0/2	
Total number of ECTS		109		11

**Students have to make sure to have 120 ECTS or more before taking the Final State Examination.**

\* Students who passed the course MPH\_AHMR Human Resources Management before the Autumn semester of 2023 do not have to enrol in the course MPH\_ORBE Organizational Behavior.

\*\* Students who passed the course MPH\_AMA2 Management 2 before the Autumn semester of 2023 do not have to enrol in the course MPH\_MIDA Management in the Digital Age.

### SPECIALISATION: MARKETING

During their studies, students are obliged to complete all these courses.

#### Semester 1:

CODE	NAME OF THE COURSE	CREDITS	INTENSITY	NUMBER OF ECTS FOR ELECTIVE COURSES
MPE_AMI2	Microeconomics 2	4	2/0	5 ECTS or more
MPE_ACMI	Seminar in Microeconomics	5	0/2	
MPJ_PJPSFS	Presentation Skills for Foreign Students	4	0/2	
MPH_ACOP	Consultancy Project	8	1/3	

#### Semester 2:

**Before the tuition of the 2<sup>nd</sup> semester starts, students are obliged to choose the diploma thesis topic – see the Academic calendar.**

MPE_AMA2	Macroeconomics 2	4	2/0	---
MPE_ACMA	Seminar in Macroeconomics	5	0/2	
BPH_AHMR	Human Resources Management*	8	2/2	
MPH_AIMA	International Management	4	0/2	
MPH_STMA	Strategic Management	4	0/2	
MPH_ADTH	Diploma Thesis Assignment	3	-	
MPH_ACMS	Corporate Management System	8	2/2	
MPF_AFAP	Corporate Finance	6	2/2	
XPX_ACAD	Academic Writing	4	0/2	

#### Semester 3:

MPH_ADS1	Diploma Seminar 1	12	0/2	---
MPH_IMAR	International Marketing	5	2/0	
MPH_AINT	International Trade	4	1/1	
MPH_CSMR	Business Research	4	1/2	
MPH_COSR	Corporate Social Responsibility	5	0/2	

#### Semester 4:

**In the 4<sup>th</sup> semester, students register for the Final State Examinations and hand in their Diploma theses. For exact dates, see the Academic calendar of the faculty.**

MPH_DMSM	Digital marketing and social media analysis**	6	2/2	---
MPH_ADS2	Diploma Seminar 2	12	0/2	

Total number of ECTS		115		5
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**Students have to make sure to have 120 ECTS or more before taking the Final State Examination.**

\* Students who passed the course MPH\_AHMR Human Resources Management before the Autumn semester of 2023 do not have to enrol in the course BPH\_AHMR Human Resources Management.

\*\* Students who passed the course MPH\_AMEU Marketing in the EU before the Autumn semester of 2023 do not have to enrol in the course MPH\_DMSM Digital marketing and social media analysis.