

# Business Management - block MARKETING

**Academic year:** 2023/2024

**Study programme:** Business Management - block MARKETING

**Department:** Department of Business Management

**Study form:** Follow-up Master's full-time single-subject

## Study plan

The Study Plan contains a list of courses that students must complete during their studies.

Students must obtain **at least 120 ECTS** to complete the master's degree programme. At the same time, it is necessary to pay attention to the **Study and Examination Regulations**, which say that:

- 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.
- At the same time, the student is obliged to complete all repeated courses enrolled in the current semester successfully.

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 verify their completed courses using control templates in the IS MU (Student - During studies - Check my studies).

## 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 level.

## Diploma thesis

Students of the Marketing block have to choose a Marketing-related topic for their Diploma thesis.

## Information about studies

Students are obliged to study the **Students** section on the ECON MUNI website, which is full of essential information about their studies.

## Study advisors

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](#).

# 1. year

## 1. semester (autumn)

COMPULSORY COURSES				
MPE_ACMI	<b>Seminar in microeconomics</b>	z	5 ECTS	0/2
	<i>Fumarco, Kachur, Krčál, Tomeš</i> Prerequisites: (! MPE_CMIE ) && (! NOWANY ( MPE_CMIE ))			
MPE_AMI2	<b>Microeconomics 2</b>	zk	4 ECTS	2/0
	<i>Fumarco, Krčál, Tomeš, Čapek, Čellárová, Kachur, Kosíková, Menšík</i> Prerequisites: (! MPE_MIE2 ) && (! MKE_MIE2 ) && (! NOWANY ( MKE_MIE2 , MPE_MIE2 ))			
MPH_ACOP	<b>Consultancy Project</b>	k	8 ECTS	1/3
	<i>Čech, Smutný, Čech, Smutný</i> Prerequisites: (! MPH_ACPR ) && (! NOWANY ( MPH_ACPR ))			
MPH_COSR	<b>Corporate Social Responsibility</b>	zk	4 ECTS	1/1
	<i>Klapalová, Molander, Jirásek</i> Prerequisites: (! MPH_SPOF )    ! NOWANY ( MPH_SPOF )			
MPJ_PJPSFS	<b>Presentation Skills for Foreign Students</b>	zk	4 ECTS	0/2
	<i>Punčochářová, Pojslová</i>			

## 2. semester (spring)

COMPULSORY COURSES				
MPE_ACMA	<b>Seminar in macroeconomics</b>	z	5 ECTS	0/2
	<i>Čapek, Kachur, Žídek</i> Prerequisites: (! MPE_CMAE ) && (! NOWANY ( MPE_CMAE ))			
MPE_AMA2	<b>Macroeconomics 2</b>	zk	4 ECTS	2/0
	<i>Čapek, Tomeš, Žídek, Kachur, Krčál</i> Prerequisites: (! MKE_MAE2 ) && (! MPE_MAE2 ) && (! NOWANY ( MPE_MAE2 , MKE_MAE2 ))			
MPF_AFAP	<b>Corporate Finance</b>	zk	6 ECTS	2/2
	<i>Hvozdenická, Lyócsa, Hvozdenická, Lyócsa</i> Prerequisites: (! NOWANY ( MPF_FAPA , MPF_FAAP , MPF_FIFI )) && (! MPF_FAPA ) && (! MPF_FAAP ) && (! MPF_FIFI )			
MPH_ADTH	<b>Diploma thesis assignment</b>	z	3 ECTS	0/0
	<i>Suchánek</i> Prerequisites: semestr ( 2 )			

<b>MPH_AIMA</b>	<b>International Management</b>	zk	4 ECTS	0/2
	Žáková Talpová, Pirožek, Šafrová Dráčilová, Částek, Částek, Žáková Talpová, Kubičková, Žák Prerequisites: ! MPH_MEMA			
<b>MPH_STMA</b>	<b>Strategic Management</b>	zk	4 ECTS	0/2
	Marciánová Prerequisites: (! NOWANY ( MPH_STRP , MPH_ASTM )) && (! MPH_STRP ) && (! MPH_ASTM )			
<b>MPV_ACAD</b>	<b>Academic writing</b>	z	4 ECTS	0/2
	Guzi Prerequisites: ! XPX_ACAD			

2. year


3. semester (autumn)

COMPULSORY COURSES				
<b>MPH_ADS1</b>	<b>Diploma seminar 1</b>	z	12 ECTS	0/2
	Částek, Klapalová, Krčál, MacRae, Smutný, Suchánek, Škapa, Žáková Talpová Prerequisites: MPH_ADTH			
<b>MPH_AINT</b>	<b>International Trade</b>	zk	4 ECTS	1/1
	Žáková Talpová, Šafrová Dráčilová, Kyselovská, Žáková Talpová, Kubičková			
<b>MPH_CSMR</b>	<b>Business Research</b>	zk	5 ECTS	1/2
	Kalia, Mladenović, Prygara, Škapa, Zareravasan, Kalia, Mladenović, Monashev, Prygara, Škapa, Zareravasan			
<b>MPH_IMAR</b>	<b>International Marketing</b>	zk	5 ECTS	2/0
	Mladenović, Prygara			

4. semester (spring)

COMPULSORY COURSES				
<b>MPH_ACMS</b>	<b>Corporate Management System</b>	zk	8 ECTS	2/2
	Částek, Částek, Škapa, Zareravasan, Zareravasan, Smutný, Smutný, Klapalová, Klapalová			
<b>MPH_ADS2</b>	<b>Diploma seminar 2</b>	z	12 ECTS	0/2
	Částek, Jirásek, Klapalová, Krčál, Němec, Smutný, Suchánek, Škapa, Žáková Talpová Prerequisites: MPH_ADS1			
<b>MPH_DMSM</b>	<b>Digital marketing and social media analysis</b>	zk	6 ECTS	2/2
	Kalia, Mladenović			

## Legend

 Compulsory courses

## Explanatory notes

<b>z</b>	credit (“zápočet”)
<b>k</b>	colloquium (“kolokvium”)
<b>zk</b>	examination (“zkouška”)

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