

Master's degree program - Management

A. Compulsory subjects (group hP)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
Diploma seminar	6MDSE1	6	0	2	8			x	
Economics and economic policy	6MEHP1	6	2	2	16		x		
Sustainable development management	6MSRV2	5	2	1	12	x			
Managerial economics	6MMAE1	6	2	2	16		x		
Management informatics	6MINF1	5	1	2	12	x			
Managerial decision-making	6MMRZ1	6	2	2	16	x			
Strategic management	6MSMN1	6	2	2	16	x			
Strategic marketing	6MSMR1	6	2	1	12	x			
Research methods in management	6MVMM1	6	2	1	12		x		
Total credits		52				28	18	6	0

Within the block of compulsory subjects, it is necessary to obtain **all 52 credits**.

It is possible to enroll in a course outside the recommended semester of study if it does not contain prerequisites that have not yet been completed.

If a course is offered in the winter (i.e. odd) semester according to this sample plan, it will be offered in the summer (i.e. even) semester only according to the faculty's capacity. If a course is offered in the summer (i.e. even) semester according to this sample plan, it will be offered in the winter (i.e. odd) semester only according to the faculty's capacity.

B. Subjects of the state final exam (group hSZ1)

Name	Identity	Credits	Recommended semester of study			
			1	2	3	4
Management	6MGN	18				x
Total credits		18				18

C. Compulsory elective subjects (group hV)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
Application project	6MAPP1	5	0	2	8		x	x	x
Professional experience <small>(intended only for full-time students)</small>	6MPRX1	10	0	1	4		x	x	x
Business policy	6MPOP1	5	1	3	16			x	
Law (Criminal Liability)	6MPTO1	5	2	1	12			x	
Regional management	6MRMA1	5	2	1	12		x		x
Social system of the Czech Republic	6MSSC1	5	2	2	16		x		
Bookkeeping	6MUCT1	5	1	3	16			x	
Sustainable tourism development	6MMUR1	5	2	1	12		x		x
Total credits		20					10	5	5

Within the block of compulsory elective courses, any **20 credits must be obtained**.

This block also includes all **specialization subjects that the student is not studying**.

Courses are offered in the winter (odd) or summer (even) semester (or both) according to this plan.

D. Specialization subjects

Students choose one of the following specializations, which must be completed including the relevant comprehensive exam as a whole, for a total of **30 credits**. The composition of specializations may be changed according to the development of accredited specializations.

D1. Specialization 6PM Business Management (sP group)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
International management	6MMM1	6	2	2	16				x
Modeling in management	6MMOD1	6	2	2	16				x
Marketing simulation	6MMS1	6	0	3	20				x
Corporate Finance	6MPOF1	6	1	3	16			x	
Business valuation	6MOPO1	6	2	2	16			x	
Total credits		30						18	12

D2. Specialization 6MM Marketing Management (sP group)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
Brand management	6MBMN1	6	3	1	16			x	
Service marketing	6MMSL1	6	2	2	16			x	
Marketing simulation	6MMS1	6	0	3	20				x
Online marketing	6MOMR1	6	2	2	16				x
Consumer behavior	6MSCH1	6	2	2	16			x	
Total credits		30						18	12

D3. Specialization 6ZM Knowledge Management (sP group)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
Database systems	6MDBS1	6	2	2	16				x
Information systems management	6MMIS1	6	2	2	16			x	
Modeling in economics and management	6MME1	6	2	2	16			x	
Supply chain management	6MRDR1	6	2	2	16			x	
Knowledge management	6MZNM1	6	2	2	16				x
Total credits		30						18	12

D4. Specialization 6MD Healthcare Management (sP group)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
Economics and healthcare financing	6MEFZ1	6	2	2	16			x	
Healthcare Marketing	6MMVZ1	6	2	2	16				x
Methods of economic evaluation of health programs	6MMEH1	6	2	2	16				x
Organization and management in healthcare	6MOMZ1	6	2	2	16			x	
Technical and strategic tools in healthcare	6MTSN1	6	2	2	16			x	
Total credits		30						18	12

D5. Specialization 6PME Business Management – full-time study only (sP group)

Name	Identity	Credits	Weekly allowance		Combined study	Recommended semester of study			
			Lectures	Exercises		1	2	3	4
International management	6MMM1E	6	2	2	16				x
Modeling in management	6MMOD1E	6	2	2	16				x
Marketing simulation	6MMS1	6	0	3	20				x
Corporate Finance	6MPOF1E	6	1	3	16			x	
Business valuation	6MOP1E	6	2	2	16			x	
Total credits		30						18	12

Specialization subjects that the student has not enrolled in are included in his/her schedule as mandatory elective subjects, if they are listed.

Summary of the study plan

Block name	Credits	Recommended semester of study			
		1	2	3	4
A. Compulsory subjects	52	x	x	x	
B. Subjects of the state final exam	18				x
C. Compulsory elective subjects	20		x	x	x
D. Specialization subjects	30			x	x
Total credits	120				