

Master's Study Program - Management

Required subjects

Name	Identity	Credits	Weekly amount		Combined studies	Recommended semester of study			
			Lectures	Tutorials		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	6MSRV1.	4	2	1	12	x			
Managerial Economics	6MMAE1.	6	2	2	16		x		
Managerial Informatics	6MINF1.	5	1	2	12	x			
Managerial Decision Making	6MMRZ1.	6	2	2	16	x			
Regional Management	6MRMA1.	4	2	1	12		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		55				27	22	6	0

Within the block of compulsory courses you need to gain **all 55 credits**.

Besides the recommended semester of study, it is possible to enrol for the course, if it does not include previously unfinished studies of prerequisites.

If the subject according to this model plan is written in the winter (i.e. odd) semester, the summer (i.e. even) semester will be listed only according to the capacity of the faculty. If a subject according to this model plan is written in the summer (i.e. the even) semester, the winter (i.e. the odd) semester will be listed only according to the capacity of the faculty.

B. Subjects of state final examination

Name	Identity	Credits	Recommended semester of study			
			1	2	3	4
Thesis defence	6ODP.	6				x
State Exam from the main specialization	6MSZ1.	6				x
Total credits		12				12

C. Compulsory elective subjects

Name	Identity	Credits	Weekly amount		Combined studies	Recommended semester of study			
			Lectures	Tutorials		1	2	3	4
Professional Experience	6MPRX1.	10	0	1	4		x	x	x
Business Policy	6MPOP1.	5	1	3	16			x	
Law (Criminal Responsibility)	6MPTO1.	5	2	1	12			x	
The Social System of the Czech Republic	6MSSC1.	5	2	2	16		x		x
Accounting	6MUCT1.	5	1	3	16			x	
Sustainable Development of Tourism	6MMUR1.	5	2	1	12		x		x
Total credits		20					5	10	5

Within the block of compulsory courses, you need to gain **all 20 credits**.

All subjects of the specialization that the student does not study are also included in this block.

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

D. Specialization subjects

Students choose one of the following specializations to complete, including the total exam as a whole for a total of **33 credits**.

D1. Specialization 6PM Enterprise Management

Name	Identity	Credits	Weekly amount		Combined studies	Recommended semester of study			
			Lectures	Tutorials		1	2	3	4
International Management	6MMM1.	6	2	2	16				x
Modelling in Management	6MMOD1.	6	2	2	16				x
Organizational design	6MMLZ1.	6	2	2	16			x	
Corporate Finance	6MPOF1.	6	1	3	16			x	
Supply Chain Management	6MRDR1.	6	2	2	16			x	
State Exam from the minor specialization	6PM.	3							x
Total credits		33						18	15

Specialization 6PM Business Management will be listed in the full-time study in a purely English version.

D2. Specialization 6MM Marketing Management

Name	Identity	Credits	Weekly amount		Combined studies	Recommended semester of study			
			Lectures	Tutorials		1	2	3	4
Brand Management	6MBMN1.	6	3	1	16			x	
Services Marketing	6MMSL1.	6	2	2	16			x	
Marketing Simulation	6MMS1.	6	3	0	20				x
Online Marketing	6MOMR1.	6	2	2	16				x
Consumer Behaviour	6MSCH1.	6	2	2	16			x	
State Exam from the minor specialization	6MM.	3							x
Total credits		33						18	15

D3. Specialization 6ZM Knowledge Management

Name	Identity	Credits	Weekly amount		Combined studies	Recommended semester of study			
			Lectures	Tutorials		1	2	3	4
Database Systems	6MDBS1.	6	2	2	16				x
Information Systems Management	6MMIS1.	6	2	2	16			x	
Modelling in Economics and Management	6MMEM1.	6	2	2	16			x	
Supply Chain Management	6MRDR1.	6	2	2	16			x	
Knowledge Management	6MZNM1.	6	2	2	16				x
State Exam from the minor specialization	6ZM.	3							x
Total credits		33						18	15

The composition of specializations can be changed according to the development of accredited specialities.

Summary of Study Plan

Block name	Credits	Recommended semester of study			
		1	2	3	4
A. Required subjects	55	x	x	x	
B. Subjects of state final examination	12				x
C. Compulsory elective subjects	20		x	x	x
D. Specialization subjects	33			x	x
Total credits	120				