

**STRUCTURE OF THE STUDY PROGRAMME BUSINESS ECONOMICS –
MARKETING - MASTER**

No.	Code	Course	Semester	Number of classes-weekly		ECTS
				L	E	
YEAR I						
1	EKZ59066F	Methodology of scientific research	1	2	3	8
2	EKZ59072F	Innovation management	1	2	3	8
3	EKZ59079F	Marketing research	1	2	3	8
4		Elective course from the faculty	1	2	2	6
5	EKZ510077F	Brand management	2	2	2	6
6	EKZI510076F	Digital marketing	2	2	2	6
7	EKZ510080F	Communication and PR	2	2	2	6
8		Elective course from the faculty	2	2	2	6
9	EKZ510187F	Master Thesis	2		5	6
Summary				16	24	60

ELECTIVES:

No.	Code	Course	Semester	Number of classes-weekly		ECTS	School
				L	E		
1.	EKI59068F	Investment management	1	2	2	6	<i>Faculty of economics</i>
2.	EKI59073F	Financial markets and institutions	1	2	2 9	6	<i>Faculty of economics</i>
3.	EKZI510070F	International financial managemnet	2	2	2	6	<i>Faculty of economics</i>
4.	EKZI510075F	Risk management	2	2	2	6	<i>Faculty of economics</i>
Summary							