

Business Management – block MARKETING

Note: The study plan is scheduled for studies beginning in the **SPRING SEMESTER!**

Academic year: 2024/2025

Department: Department of Business Management

This study plan is only for students in their first year of studies. Other students have to enrol in courses according to their **control template in the Information system**.

Study plan

The Study Plan is 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 in order to be able to enrol in the following semester, students must meet specific requirements. You can check these requirements in the Information System **here**.

Diploma thesis

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

During their studies, 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. It is not necessary to enrol in the course in the semester when it is listed below; however, please note that most of our courses are only taught in autumn/spring semester, so the possibility to enrol in them is usually only once per year (only in autumn or only in spring semester).

Before attending the final state examination at the end of their studies, students verify their completed courses using their **control template in the Information system**.

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 of the university. The Department of Business Management recommends students to choose the following courses as their electives:

Recommended elective courses	
MPH_PRMG	Project Management
MPH_HRPM	Human Resource Management Practices
BPH_AHMR	Human Resources Management (especially for those who did not take this course in their bachelor studies)
MPH_SOMA	Operations Management

At the same time, students have to make sure to search for courses in the correct semester and read the information about the course (**especially about the teaching language!!**) to make sure that the level and language of the course correspond to their skills.

Practical Training

As part of the elective courses, students can complete the **MPH_PRAC Practical Training**

course, where they can earn credits for working in an organization related to their study programme based on a pre-approved plan (must be approved by the training coordinator of the department). More information is available in the course description in the IS or at [the web of the faculty](#).

Information about studies

Students are obliged to monitor 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 (spring)

COMPULSORY COURSES				
MPE_ACMA	Seminar in macroeconomics	z	5 ECTS	0/2
	<i>Blampied, Čapek, Kutlak</i> Prerequisites: (! MPE_CMAE) && (! NOWANY (MPE_CMAE))			
MPE_AMA2	Macroeconomics 2	zk	4 ECTS	2/0
	<i>Čapek, Židek, Kutlak</i> Prerequisites: (! MKE_MAE2) && (! MPE_MAE2) && (! NOWANY (MPE_MAE2 , MKE_MAE2))			
MPF_AFAP	Corporate Finance	zk	6 ECTS	2/2
	<i>Kajurová, Výrost, Kajurová, Výrost</i> Prerequisites: (! NOWANY (MPF_FAPA , MPF_FAAP , MPF_FIFI)) && (! MPF_FAPA) && (! MPF_FAAP)&& (! MPF_FIFI)			
MPH_AIMA	International Management	zk	4 ECTS	1/1
	<i>Žáková Talpová, Čuhlová, Šafrová Dráčilová, Žáková Talpová, Žák</i> Prerequisites: ! MPH_MEMA			
MPJ_PJPSFS	Presentation Skills for Foreign Students	zk	4 ECTS	0/2
	<i>Punčochářová, Pojslová</i> Prerequisites: (! studijni_skupina (AJ_N))			

2. semester (autumn)

COMPULSORY COURSES				
MPE_ACMI	Seminar in microeconomics	z	5 ECTS	0/2
	<i>Fumarco, Kachur, Krčál, Tomeš</i> Prerequisites: (! MPE_CMIE) && (! NOWANY (MPE_CMIE))			

MPE_AMI2	Microeconomics 2	zk	4 ECTS	2/0
	<i>Fumarco, Krčál, Tomeš, Čapek, Kachur, Kosíková, Menšík</i> Prerequisites: (! MPE_MIE2) && (! MKE_MIE2) && (! NOWANY (MKE_MIE2 , MPE_MIE2))			
MPH_ACOP	Consultancy Project	k	4 ECTS	1/1
	<i>Čech, Jirásek, Čech</i> Prerequisites: (! MPH_ACPR) && (! NOWANY (MPH_ACPR))			
MPH_ADTH	Diploma thesis assignment	z	3 ECTS	0/0
	<i>Částek</i> Prerequisites: semestr (2)			
MPH_CSMR	Business Research	zk	5 ECTS	1/2
	<i>Goni, Kalia, Mladenović, Zareravasan, Goni, Kalia, Mladenović, Zareravasan</i>			
MPV_ACAD	Academic writing	z	4 ECTS	0/2
	<i>Guzi, Sharma</i> Prerequisites: ! XPX_ACAD			

2. year

3. semester (spring)


COMPULSORY COURSES				
MPH_ACMS	Corporate Management System	zk	8 ECTS	2/2
	<i>Částek, Částek, Škapa, Zareravasan, Zareravasan, Smutný, Smutný, Klupalová, Klupalová</i>			
MPH_ADS1	Diploma seminar 1	z	12 ECTS	0/2
	<i>Částek</i> Prerequisites: MPH_ADTH			
MPH_DMSM	Strategic Digital Marketing	zk	6 ECTS	2/2
	<i>Kalia, Mladenović</i>			

4. semester (autumn)

COMPULSORY COURSES				
MPH_ADS2	Diploma seminar 2	z	12 ECTS	0/2
	<i>Částek</i> Prerequisites: MPH_ADS1			
MPH_AINT	International Trade	zk	4 ECTS	1/1
	<i>Žáková Talpová, Šafrová Drášilová, Kyselovská, Čuhlová, Žáková Talpová, Kubičková</i>			

MPH_COSR	Corporate Social Responsibility	zk	5 ECTS	2/1
	<i>Klapalová</i> Prerequisites: (! MPH_SPOF) ! NOWANY (MPH_SPOF)			
MPH_IMAR	International Marketing	zk	5 ECTS	2/0
	<i>Mladenović</i>			
MPH_STMA	Strategic Management	zk	6 ECTS	2/2
	<i>Částek, Čuhlová, Jirásek</i> Prerequisites: (! NOWANY (MPH_STRP , MPH_ASTM , MPH_STMG)) && (! MPH_STRP) && (! MPH_ASTM) (! MPH_STMG)			

Legend

 Compulsory courses

Explanatory notes

z	credit (“zápočet”)
k	colloquium (“kolokvium”)
zk	examination (“zkouška”)

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