

# Business Management - block MARKETING

**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 (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, Kachur, Kosíková, Menšík</i> Prerequisites: (! MPE_MIE2 ) && (! MKE_MIE2 ) && (! NOWANY ( MKE_MIE2 , MPE_MIE2 ))			
MPH_ACOP	<b>Consultancy Project</b>	k	4 ECTS	1/1
	<i>Čech, Jirásek, Čech</i> Prerequisites: (! MPH_ACPR ) && (! NOWANY ( MPH_ACPR ))			
MPH_CSMR	<b>Business Research</b>	zk	5 ECTS	1/2
	<i>Goni, Kalia, Mladenović, Zareravasan, Goni, Kalia, Mladenović, Zareravasan</i>			
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>Blampied, Čapek, Kutlak</i> Prerequisites: (! MPE_CMAE ) && (! NOWANY ( MPE_CMAE ))			
MPE_AMA2	<b>Macroeconomics 2</b>	zk	4 ECTS	2/0
	<i>Čapek, Žídek, Kutlak</i> Prerequisites: (! MKE_MAE2 ) && (! MPE_MAE2 ) && (! NOWANY ( MPE_MAE2 , MKE_MAE2 ))			

<b>MPF_AFAP</b>	<b>Corporate Finance</b>	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 )			
<b>MPH_ADTH</b>	<b>Diploma thesis assignment</b>	z	3 ECTS	0/0
	<i>Částek</i> Prerequisites: semestr ( 2 )			
<b>MPH_AIMA</b>	<b>International Management</b>	zk	4 ECTS	1/1
	<i>Žáková Talpová, Čuhlová, Šafrová Drášilová, Žáková Talpová, Žák</i> Prerequisites: ! MPH_MEMA			
<b>MPV_ACAD</b>	<b>Academic writing</b>	z	4 ECTS	0/2
	<i>Guzi, Guzi, Sharma</i> Prerequisites: ! XPX_ACAD			

2. year

3. semester (autumn)


<b>COMPULSORY COURSES</b>				
<b>MPH_ADS1</b>	<b>Diploma seminar 1</b>	z	12 ECTS	0/2
	<i>Částek</i> Prerequisites: MPH_ADTH			
<b>MPH_AINT</b>	<b>International Trade</b>	zk	4 ECTS	1/1
	<i>Žáková Talpová, Šafrová Drášilová, Kyselovská, Čuhlová, Žáková Talpová, Kubičková</i>			
<b>MPH_COSR</b>	<b>Corporate Social Responsibility</b>	zk	5 ECTS	2/1
	<i>Klapalová</i> Prerequisites: (! MPH_SPOF )    ! NOWANY ( MPH_SPOF )			
<b>MPH_IMAR</b>	<b>International Marketing</b>	zk	5 ECTS	2/0
	<i>Mladenović</i>			

<b>MPH_STMA</b>	<b>Strategic Management</b>	zk	6 ECTS	2/2
	<i>Částek, Čuhlová, Jirásek</i> Prerequisites: (! NOWANY ( MPH_STRP , MPH_ASTM , MPH_STMG )) && (! MPH_STRP ) && (! MPH_ASTM )    (! MPH_STMG )			

#### 4. semester (spring)

<b>COMPULSORY COURSES</b>				
<b>MPH_ACMS</b>	<b>Corporate Management System</b>	zk	8 ECTS	2/2
	<i>Částek, Částek, Škapa, Zareravasan, Zareravasan, Smutný, Smutný, Klapalová, Klapalová</i>			
<b>MPH_ADS2</b>	<b>Diploma seminar 2</b>	z	12 ECTS	0/2
	<i>Částek</i> Prerequisites: MPH_ADS1			
<b>MPH_DMSM</b>	<b>Strategic Digital Marketing</b>	zk	6 ECTS	2/2
	<i>Kalia, Mladenović</i>			

## Legend

 Compulsory courses

## Explanatory notes

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

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