



MASTER'S DEGREE STUDIES

Study program:	Management and Marketing
Form of study:	Full-time (2 years)
ECTS credits:	120
Tuition fee:	54,000 CZK = 2,100 EUR

After completing the core subjects (e.g. Microeconomics, Macroeconomics, Management, Quantitative Methods for Decision Making, Logistics, Business Information Systems, etc.) the students undergo professional training in the field of Management and Marketing. The training is focused on gaining general knowledge in specific managerial and marketing disciplines and skills to address current challenges in domestic organizations as well as international enterprises and institutions. Graduates are acquainted with the knowledge to hold positions in the senior management and professional positions in industrial and business areas, public administration organizations, consulting and non-profit firms.

LIST OF COURSES

Year 1 / WINTER

Microeconomics 2
Management Accounting 2
Quantitative Decision-making Methods
Strategic Management
Business Process Management
Digital Marketing
Applied Marketing Research
Brand Management

Year 1 / SUMMER

Marketing Applications
Macroeconomics 2
Business English
Managerial Information System
Business Negotiation
Risk Management

Year 2 / WINTER

Year 2 / SUMMER

Law for Economists 2

Human Resource Management 2

Business Ethics

Master 's Thesis Seminar

International Marketing

Marketing Communication

Econometrics

Master 's Thesis Preparation and Work
Placement

Expert Discussion: Final Examination

FOR MORE INFO

Pavla Bartošová

International Affairs Officer

Tel.: +420 576 032 514

E-mail: international-degree@fame.utb.cz