

C. Practical module - trade and services																			
Number	Name of the subject	Total number of hours full-time studies	Total number of hours part-time studies	ECTS	Type of classes	Number of hours in individual semesters												Way to pass	
						full-time studies						part-time studies							
						semester I	semester II	semester III	semester IV	semester V	semester VI	semester I	semester II	semester III	semester IV	semester V	semester VI		
1	Economic geography	30	18	2	W C			10 20						8 10					P
2	Economic history	30	18	2	W C	10 20							8 10						P
3	Foreign language (to choose english / german)	180	108	12	W C	30 30	30 30	30 30	30 30	30 30	30 30	30 30	18 18	18 18	18 18	18 18	18 18	18 18	P/E
4	Pre-medical first aid	20	12	1	W C	5 15							2 10						P
5	Information technology	30	18	2	W C	10 20							8 10						P
6	Controlling financial	30	18	3	W C		10 20						8 10						P
7	Information technology in management	30	30	3	W C			10 20						10 20					E
8	Macroeconomics	30	18	3	W C		10 20						8 10						P
9	Sales and value management in a medium-sized enterprise	30	18	2	W C				10 20							8 10			P
10	Strategy analysis	30	18	2	W C		10 20						8 10						P
11	Taxes in business	30	18	2	W C				10 20							8 10			P
12	E-marketing	30	18	2	W C					10 20								8 10	P
13	Securities law	30	18	3	W C					10 20								8 10	P
14	Fundamentals of econometrics	30	18	2	W C		10 20						8 10						P
15	Practical economic and financial decisions in a company	30	18	3	W C					10 20								8 10	P
16	Proseminar	30	18	1	W C			30						18					P
17	Insurance market	30	18	2	W C					10 20								8 10	P
18	Diploma seminar	60	36	10	W C				30 30							18 18			P
19	Marketing management and planning	30	18	2	W C		10 20						8 10						P
20	Logistics management	30	18	2	W C			10 20						8 10					P
21	Customer service workshop	30	18	2	W C				10 20							8 10			P
22	Market conditions	30	18	2	W C			10 20						8 10					P
23	Marketing in trade and services	30	18	2	W C				10 20							8 10			P
24	Trade negotiations	30	18	2	W C					10 20								8 10	P
25	Communication in trade and services	30	18	2	W C			10 20						8 10					P
26	Consumer behaviour	30	18	2	W C				10 20							8 10			P
27	Brand management in trade	30	18	2	W C					10 20								8 10	P
Subjects do choose:																			
28	Customs and Foreign Exchange Law	30	18	2	W					10								8	P
	C																		
29	Group management	30	18	2	W														P
	C																		
29	Economics and organisation of foreign trade	30	18	2	W			10						8					P
	C						20					10							
30	EU economic integration	30	18	2	W														P
	C																		
30	Contemporary management concepts	30	18	2	W					10								8	P
	C											20							
31	EU funds in the development process	30	18	2	W														P
	C																		
31	Management of capital groups	30	18	2	W					10								8	P
	C											20							
32	City logistics	30	18	2	W														P
	C																		
32	Banking and banking law	30	18	2	W					10								8	P
	C											20							
33	Micro-entrepreneurship	30	18	2	W														P
	C																		
33	Stock exchanges and capital markets	30	18	2	W					10								8	P
	C											20							
33	Techniques in corporate financial management	30	18	2	W														P
	C																		
34	Student practice - 6 months, 720 h			29	MP														P
OVERALL:		1160	708	116		110	60	180	210	270	330	66	36	108	138	162	198		