

MASTER OF ARTS IN MANAGEMENT (2024/2025)

MARKETING/ PROJECT MANAGEMENT/ENVIRONMENTAL MANAGEMENT

| No. | Course | Egz/Zal | Lecture | Seminar | Workshop | Internship | Hours | ECTS | Remarks |
|---------------------------------------|--|---------|-----------|------------|------------|------------|------------|-----------|---------|
| YEAR 1 | | | | | | | | | |
| SEMESTER 1 | | | | | | | | | |
| 1 | Contemporary Management Concepts | Z | | 30 | | | 30 | 4 | |
| 2 | Emerging Trends in HRM | | | | | | 30 | 4 | |
| 3 | Knowledge Management (REC) | Z | 15 | | | | | 2 | |
| 4 | Sales Management and Business Negotiations | Z | | | 30 | | 30 | 4 | |
| 5 | Business Law | | 30 | | | | 30 | 4 | |
| 6 | Coaching and Mentoring | Z | | | 30 | | 30 | 4 | |
| 7 | Advanced Managerial Economics | Z | | | 30 | | 30 | 4 | |
| | Elective 1 (1 out of 3): | | | | | | | | |
| | 1. Social Media Market and Consumer Reaserch (Marketing) | | | | | | | | |
| | 2. Introduction to project management (Project management) | | | | | | | | |
| 8 | 3. Introduction do sustainable development (Environmental management) | Z | | 30 | | | 30 | 2 | |
| 9 | Foreign language I (elective) | Z | | | 30 | | 30 | 2 | |
| 1st semester total: | | | 45 | 60 | 120 | 0 | 240 | 30 | |
| SEMESTER 2 | | | | | | | | | |
| 1 | Advanced Strategic Management | Z | | 30 | | | 30 | 4 | |
| 2 | Leadership and team building | | | | 30 | | 30 | 4 | |
| 3 | Startup Management | Z | | | 30 | | 30 | 4 | |
| 4 | Corporate Social Responsibility (REC) | | 15 | | | | 15 | 2 | |
| 4 | Risk Management | Z | | 30 | | | 30 | 4 | |
| | Elective 1 (1 out of 3): | | | | | | | | |
| 6 | 1. Brand Innovation and New Product Strategy (Marketing) | Z | 15 | | 15 | | 30 | 5 | |
| | 2. Control of project management (Project management) | | | | | | | | |
| | 3. Corporate Social Responsibility workshop (Environmental management) | | | | | | | | |
| 7 | Elective 2 (1 out of 3): | | | | | | | | |
| | 1. Marketing logistics & supply chain management (Marketing) | Z | | | 30 | | 30 | 5 | |
| | 2. Tools for project management (Project management) | | | | | | | | |
| | 3. ISO 140001 exam preparation (Environmental management) | | | | | | | | |
| 8 | Foreign Language II (Elective) | Z | | | 30 | | 30 | 2 | |
| 2nd semester total: | | | 30 | 60 | 135 | 0 | 225 | 30 | |
| YEAR 1st TOTAL: | | | 75 | 120 | 255 | 0 | 465 | 60 | |
| YEAR 2 | | | | | | | | | |

| SEMESTER 3 | | | | | | | | | |
|---------------------------------------|--|---|----------|------------|------------|------------|-------------|------------|--|
| 1 | Interpersonal Communication Workshop | Z | | | 30 | | 30 | 4 | |
| 2 | Foreign Language III (Elective) | Z | | | 30 | | 30 | 2 | |
| 3 | Thesis Seminar I | Z | | 30 | | | 30 | 4 | |
| 4 | Elective 1 (1 out of 3): 1. Agile exam preparation (Marketing) 2. Agile exam preparation (Project management) 3. Environmental Law (Environmental management) | Z | | | 30 | | 30 | 7 | |
| 5 | Elective 2 (1 out of 3): 1. Patent, trade mark and copyright law (Marketing) 2. IT project management (Project management) 3. CSR/ESG in business practice (Environmental management) | Z | | | 30 | | 30 | 7 | |
| 6 | Elective 3 (1 out of 3): 1. Marketing Management in the MICE Sector 2. Prince 2 exam preparation (Project management) 3. Prince 2 exam preparation (Environmental management) | Z | | | 30 | | 30 | 6 | |
| 3rd semester total: | | | 0 | 30 | 150 | 0 | 180 | 30 | |
| SEMESTER 4 | | | | | | | | | |
| 1 | Internship | Z | | | | 420 | 420 | 17 | |
| 2 | Thesis Seminar II | E | | 30 | | | 30 | 11 | |
| 3 | Elective 1 (1 out of 3): 1. Communication and Digital Marketing (marketing) 2. Enterprise Change Management (Project management) 3. Non-financial reporting (Environmental management) | Z | | | 30 | | 30 | 2 | |
| 4th semester total | | | 0 | 30 | 30 | 420 | 480 | 30 | |
| YEAR 2nd TOTAL | | | 0 | 30 | 180 | 0 | 210 | 60 | |
| TOTAL FOR TWO YEARS | | | 0 | 210 | 480 | 420 | 1170 | 120 | |