



my **UNIVERSITY** FE
TUL

Master

Business Administration
**MARKETING AND
INTERNATIONAL TRADE**



TECHNICAL UNIVERSITY OF LIBEREC
Faculty of Economics



Business Administration (Ing.)

Marketing and International Trade

Common Compulsory Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Microeconomics II	2/2	zp./zk.	5	1/1
Strategic Management	2/1	zp./zk.	4	1/1
Managerial Accounting	2/2	zp./zk.	4	1/1
Macroeconomics II	2/2	kzp.	5	1/2
Quantitative Methods in Management	2/2	zp./zk.	4	1/2
Innovative Marketing	2/2	zp./zk.	4	1/2
Marketing Research and Data Analysis	3/3	zp./zk.	5	1/2
Financial Management	2/2	zp./zk.	4	1/2
Innovation Management	2/2	zp./zk.	4	2/3
Taxes and Tax Practice	2/1	zp./zk.	4	2/3
Diploma Seminar I	0/2	zp.	1	2/3
Diploma Thesis I	0/3	zp.	6	2/3
Topical Legal Issues	2/0	zk.	3	2/4
Business Environment	2/1	zp./zk.	4	2/4

Common Compulsory Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Diploma Seminar II	0/2	zp.	1	2/4
Diploma Thesis II	0/6	zp.	12	2/4

Specialized Compulsory Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Customer Value	2/1	zp./zk.	4	1/1
EU and International Trade	2/1	zp./zk.	4	1/1
Corporate Communications	2/1	zp./zk.	4	1/2
Brand Marketing	2/1	zp./zk.	4	1/3
International Trade Environment	2/1	zp./zk.	4	1/4

Compulsory optional courses type B - specialization courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Online Marketing and Social Networks	2/1	zp./zk.	4	1/1
Law in International Business	2/0	zk.	4	1/1
Regional Marketing	2/1	zp./zk.	4	1/2
Advertising	2/1	zp./zk.	4	1/4
Comparison of the EU Economies	2/1	zp./zk.	4	1/4

Requirement to finish this group of subjects: minimum 12 credits.

Compulsory optional courses type A - common courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Corporate Social Responsibility	2/1	zp./zk	4	1/1
Language I	0/2	zp.	3	1/1
Language II	0/2	zp.	3	1/1
Securing of Business Information	2/0	zk.	4	1/1
Language I	0/2	zp.	3	1/2
Language II	0/2	zp.	3	1/2
History of Economic Theories	2/1	zk.	4	1/2
European Business Law	2/0	zk.	4	1/2
Introduction to Multimedia Technologies	0/3	zp.	4	1/2
Language I	0/2	zp./zk.	3	2/3
Language II	0/2	zp./zk.	3	2/3
Business Intelligence	1/1	zp./zk.	3	2/3
Public Finance	2/0	zk.	4	2/3
Globalization and Integration Processes	3/0	zk.	6	2/3
Human Resource Management in Business Environment	2/2	zp./zk.	5	2/4
Applied Mathematics in Economics	0/2	zp.	4	1/1

Requirement to finish this group of subjects: minimum 10 credits.

Optional Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Applied Mathematics in Economics	0/2	zp.	4	1/1
Economic Policy II	3/0	zk.	6	2/3
Internship Abroad		zp.	10	

The final state exam consists in the defense of a master thesis and a discussion of the following topics:

Compulsory common courses:

- Economics (Macroeconomics II, Microeconomics II),
- Management (Strategic Management, Innovation Management, Financial Management),
- Marketing (Innovative Marketing, Marketing Research and Data Analysis)

Compulsory specialized courses:

- Customer Value,
- Brand Marketing,
- EU and International Trade.

Students can take a one or two semester long foreign study stay at a selected university while respecting the composition of subjects taught at the Faculty of Economics, TU in Liberec.

