

**CURRICULUM**  
**Semester: AUTUMN**

<b>COURSE LIST 2021-2022</b>			
	<b>Course Name</b>	<b>Contact Hours</b>	<b>ECTS</b>
<b>COURSES – M1 (1-year Master Students)</b>			
<b>Soft Skills</b>	Team Building	8	-
	Personal Development & Career Planning	24	-
	Effective communications and Presentation Skills	28	2
	World 's Business Practices	16	2
<b>Interdisciplinary PROJECT</b>	Global Marketing Strategies	32	4
	Global Strategy Analysis	32	4
	International Finance	32	4
	Human Resource Management in the Global context	32	4
	Global Business Planning	24	3
	Big Data & Business Analytics	32	4
	International Business Law	16	2
	Corporate Social Responsibility	16	2

COURSES – M2 (2-year Master Students)			
	Research Methodology	28	3
	Negotiation Process	20	2
	Leadership	20	2
	Disruptive technologies: Shaping Strategies in a Digital World	24	2
	Investors Relations	24	2
	Business Transformations in the dynamic environment	28	3
	PROJECT: Managing Change in VUCA-environment	28	6
<u>"International Finance"</u>	<i>M&amp;A Transactions Management</i>	24	3
	<i>M&amp;A Financial Modeling*</i>	20	2
	<i>International Tax Planning</i>	16	2
	<i>Company Valuation and Company Value Management*</i>	24	3
	<i>Risk Management</i>	24	3
<u>"International Entrepreneurship"</u>	<i>International Entrepreneurship</i>	24	3
	<i>Economic Environment of Entrepreneurship</i>	20	2
	<i>Business model innovation: main approaches and topical cases</i>	24	3
	<i>Entrepreneurial Finance*</i>	24	3
	<i>Startups and business development: operational models of entrepreneurship</i>	16	2
<u>"Modern Marketing Technologies"</u>	<i>Neuro-Marketing</i>	24	3
	<i>Strong Brand Development Strategy</i>	24	3
	<i>Blue Ocean Strategy</i>	20	2
	<i>Digital Marketing</i>	24	3
	<i>Event Management</i>	16	2

**\* student has to have solid knowledge in Finance**

**! Please Note !**

*In order to exclude the possibilities of overlaps in the student's schedule we strongly advise to choose Courses within the same level – M1 or M2.*

*Moreover, within the Courses of M2 level we strongly recommend to choose courses of one specialization.*

**CURRICULUM**  
**Semester: SPRING**

<b>COURSE LIST 2020-2021</b>			
<b>Course Name</b>		<b>Contact Hours</b>	<b>ECTS</b>
<b>COURSES – M1 (1-year Master Students)</b>			
<b>MANDATORY COURSES</b>	Macroeconomic Policy for Emerging Markets	28	3
	Management Models for Emerging Markets	32	3
	Project Management	32	3
	Investing and project financing in Emerging Markets	32	3
	Innovation EcoSystem Development in VUCA-environment	48	5
	NEW MARKETS DEVELOPMENT_Fashion NET/Sport NET/Entertainment NET**	20	2
	Strategic Marketing_MarkStrat Simulations	24	5
<b>ELECTIVE COURSES</b>	GR& Business in Society	20	2
	Corruption, compliance and fraud	20	2
	Strategies of Entering the New Markets	20	2
	Sales and Distribution Management in Emerging Markets	20	2
	Cross-Cultural Management	20	2
	Consumer Behaviour in Emerging Markets	20	2

*\*\* the course is connected to the “Innovation EcoSystem Development in VUCA-environment” course and could be chosen only if “Innovation EcoSystem Development in VUCA-environment” course is taken as well.*