

CURRICULUM
Semester: AUTUMN

COURSE LIST 2022-2023			
	Course Name	Contact Hours	ECTS
COURSES – M1 (1-year Master Students)			
Soft Skills	Team Building	8	-
	Personal Development & Career Planning	24	-
	Effective communications and Presentation Skills	28	2
	World 's Business Practices	16	2
BASIC MODULES OF MODERN GLOBAL MANAGEMENT	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
"International Finance"	<i>M&A Transactions Management</i>	24	3
	<i>M&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
"International Entrepreneurship"	<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
"Modern Marketing Technologies"	<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

COURSE LIST 2022-2023			
Course Name		Contact Hours	ECTS
COURSES – M1 (1-year Master Students)			
<u>MANDATORY COURSES</u>	Global Economy Trends	28	3
	Business Models	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 Simulation	24	5
<u>ELECTIVE COURSES</u>	GR& Business in Society	20	2
	Corruption, Compliance and Fraud	20	2
	Strategies of Entering the New Markets	20	2
	Sales and Distribution Management	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.*