

SCHOOL OF BUSINESS ADMINISTRATION IN KARVINA

The **School of Business Administration** (SU SBA) with its about **1800 registered students** and 80 high profile academic staff members is one of the top business schools in the Czech Republic and the Central Europe region. The SU SBA provides higher education in programmes of Economic Policy and Administration, Economics and Management, System Engineering and Informatics, and Hotel Business and Tourism. The SBA has had a long tradition in education in English for domestic as well as international students through various international student exchange programmes. The key study major in **Business Economics and Management** is provided on all levels including doctoral studies. This major is also completely taught in English with full support and services for English speaking students. The education is maintained by five SU SBA academic departments: Economics and Public Administration, Business Economics and Management, Finance and Accounting, Informatics and Mathematics, and Tourism and Leisure Activities. This structure also determines the scope of **SU SBA research** which is concentrated to the following areas: banking sector, financial markets, monetary policy, regional economy, European integration, sustainability of entrepreneurship and its support, applied mathematics and informatics in business economy and management.



EUROPEAN UNION
European Structural and Investment
Operational Programme Research,
Development and Education



MINISTRY OF EDUCATION
YOUTH AND SPORTS



SILESIA
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA



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MASTER IN BUSINESS ECONOMICS AND MANAGEMENT

STUDY
PLAN



MASTERINBUSINESS.CZ

HEAD OF DEPARTMENT OF BUSINESS ECONOMICS AND MANAGEMENT:

Assoc. prof. Dr. Roman Šperka, Ph.D.

BUSINESS ECONOMICS AND MANAGEMENT (BEM)

The follow-up Master's degree programme Economics and Management and its field of study Business Economics and Management (BEM) is designed to prepare proactive entrepreneurs, demonstrating proficiency in business economics and management that are able to create, manage and develop business community. The programme is especially relevant for those who are interested in well-developed understanding of contemporary business management techniques, information and communications technology and effective and practical business strategies in today's business milieu. BEM graduates will have gained a background knowledge in Business Economics to ensure the skills and mind-set to tackle many different professional real world challenges.

Throughout the programme, students will study specialised business economics and management content blended with more business related studies in four specializations Marketing and Trade, Entrepreneurship, Corporate Finance and Accounting and Taxes. Practical training of skills can be done through our project Business Gate, which brings together business trying to solve their problems and students trying to apply

their knowledge in real life situations. All this ensures that students graduate with a range of sought after business and management skills. Our focus on applied economics research, information and communication technologies makes our modules closely linked to real problems in contemporary economies. The degree study is currently offered with the specialization Marketing and Trade.

STUDY PLAN

1ST SEMESTER

Course	L	S	C	E	Credits
Microeconomics (advanced)	3	2	●	●	6
Statistical Data Processing	2	1		●	5
Strategic Management	2	1		●	6
Managerial Economics	2	2		●	5
International Business Law	2	0		●	5
Strategic Marketing	2	1		●	6
Trade Organizations	2	1		●	5

2ND SEMESTER

Course	L	S	C	E	Credits
Macroeconomics (advanced)	3	2	●	●	6
Managing Innovation	2	1		●	5
Human Resources Management	2	1		●	5
International Marketing	2	1		●	5
International Financial Management	2	1		●	5
International Taxation and Tax Systems	2	1		●	5
Marketing of Financial Services	2	1		●	4

3RD SEMESTER

Course	L	S	C	E	Credits
Master Thesis Seminar	0	2	●		5
Mathematics in Economics	2	1		●	5
Managerial Accounting	1	2		●	5
Marketing Communication 2	2	1		●	5

4TH SEMESTER

Course	L	S	C	E	Credits
Master Thesis	0	0	●		10
Decision Analysis for Managers	2	1	●		4

ELECTIVE COURSES

Course	L	S	C	E	Credits
Corporate Controlling	2	1		●	5
Business Environment	2	0	●		5
Corporate Social Responsibility	2	0		●	5
Crises Management	2	1		●	5
Investment Instruments and Strategies	2	0		●	5
International Business Finance	1	1		●	5

L - Lecture, S - Seminar, C - Course-credit, E - Exam