



**Course List for the Master's Degree Program  
in Management – Practical Profile  
applicable from the 2025/2026 Academic Year**

**A. Core Module**

1. Management Concepts
2. Macroeconomics
3. Managerial Ethics
4. Economic History
5. Statistical Inference
6. Strategic Management
7. Financing Business Development
8. Innovation Economy Management
9. Cultural Differences in Business

**B. Major-Specific Module**

1. Marketing Strategies
2. Automation and Digitalization of Management Processes
3. Integrated Marketing Communication
4. Management Accounting
5. Internet Entrepreneurship
6. Commercial Law
7. Psychology in Business and Management
8. Logistics
9. Business Negotiations
10. e-Commerce
11. Leadership
12. Empirical Project
13. Contemporary Concepts in Human Resource Management



### **C1. Interdisciplinary and Student-Selected Module**

1. General University Training: OHS Training
2. Foreign Language in Business: English, German, Russian
3. Student-Selected Course no. 1
4. Student-Selected Course no. 2
5. Student-Selected Course no. 3
6. Student-Selected Course no. 4
7. Student-Selected Course no. 5
8. Student-Selected Course no. 6
9. Student Internship

### **C2. Specialization and Diploma Seminar Module**

1. Specialization Courses
2. Master's Seminar



**Course List for the International Management Specialization  
within the Master's Degree Program  
in Management – Practical Profile  
applicable from the 2025/2026 Academic Year**

1. International Trade
2. International Investment by Enterprises
3. International Logistics
4. Business Strategies for International Markets
5. Brand Development in International Markets

**Course List for the HR Manager Specialization  
within the Master's Degree Program  
in Management – Practical Profile  
applicable from the 2025/2026 Academic Year**

1. Labour Law and HR Records
2. Career Development and Career Management
3. Building Employee Engagement
4. Organizational Culture
5. Financial Analysis for Management Decisions

**Course List for the E-Marketing & Social Media Specialization  
within the Master's Degree Program  
in Management – Practical Profile  
applicable from the 2025/2026 Academic Year**

1. E-Marketing Models
2. Customer Satisfaction Measurement
3. Ethical and Legal Aspects of Digitalization
4. Corporate Strategies in e-Business
5. Online Advertising and Public Relations



**Course List for the Project Management Specialization  
within the Master's Degree Program  
in Management – Practical Profile  
applicable from the 2025/2026 Academic Year**

1. International Project Management
2. Advanced Methods and Techniques in Project Management
3. Project Controlling and Budgeting
4. e-Commerce Project Management
5. Project Quality Management