



Struktura programu

Kurz	ECTS	Hodin
1. Foundation		
1.1. Quantitative Methods	3	24
1.2. Financial Management	3	24
1.3. Managerial Economics	3	24
1.4. Accounting for Managers I (Financial Accounting)	3	24
1.5. Accounting for Managers II (Managerial Accounting)	3	24
Celkem	15	120
2. MSM Core		
2.1. Business in Global Arena <i>Globalization</i> <i>Trade and Investment</i> <i>Global Macroeconomics</i>	4	32
2.2. Finance in International Markets <i>Capital Markets and Institutions</i> <i>International Finance</i> <i>Corporate Governance</i>	4	32
2.3. Managing Cultural Diversity <i>Team Dynamics</i> <i>Human Resource Management</i> <i>Cross-cultural Management</i>	4	32
2.4. Marketing in Global Context <i>Global Marketing Management</i> <i>International Customer, Market and Industry Analysis</i>	4	32
2.5. Global Supply Chain Management <i>Operations Management and Management Sciences</i> <i>IT and Global Value Chain Management</i> <i>Supply Chain Management</i>	4	32
2.6. Leadership, Change and Responsibility <i>Corporate restructuring and Change Management</i> <i>Corporate Social Responsibility and Ethics</i> <i>Managing and Structuring Organizations</i>	4	32
2.7. Innovation and New Business Ventures <i>Intrapreneurship</i> <i>Entrepreneurship</i> <i>Innovation Management</i>	4	32
2.8. Global Corporate Strategy <i>Strategy Formation</i> <i>Strategy Implementation</i> <i>Strategic Performance Management</i>	4	32
2.9. Thesis Writing Workshop	1	8
Celkem	33	264
3. Specialization (International Business)		
3.1. Strategic Performance Management	3	24
3.2. International Strategic Alliance	3	24
3.3. International Business Studies	3	24
3.4. Marketing and Service Management	3	24
Celkem	12	96
4. Master Thesis	20	160
Celkem v programu	80	640

Cena účasti v programu WMBA

	Cena
Registrační poplatek (nevratná částka)	120 €
Školné*	17 500 €
Celkem	17 620 €

* školné nezahrnuje výdaje za učebnice, studijní materiály, cestovné, ubytování, pojištění a jakékoliv další osobní náklady