

No	Term	Neptun code	CEMS Course	Core/ Elective	ECTS	Neptun code	Msc in Marketing in English	Core/ Elective	ECTS
1	Fall	2VI60NAK05M	Global Strategy	Core	6		Elective	Elective	6
2	Fall	BLOSE_VTCMS	CEMS Block seminar	Core	3		Elective	Elective	6
3	Fall	KOZG011NAMAB	The foundations of behavioural economics*	Elective	3	VEZ0021NAMAB	Mastering Organizational Behavior and Leadership	Core	6
4	Fall	VEZ0022NAMAB	Introduction to psychology of behaviour*	Elective	3	MARK013NAMAB	Consumer Behavior	Core	6
6	Fall	SUCHA_VTVLG	Supply Chain Management		6		Elective	Elective	6
7	Fall/spring	293NOPRV517M	Decision Making skills	Elective	6	OPPO008NAMAB	Decision Making Skills	Core	6
8	Fall	STRA_GLOBIND	Strategy for Global Industries	Elective	6		Elective	Elective	6
9	Fall	293NMANV686M	Comparative Cross-Cultural Management	Elective	6	MARK019NAMAB	Intercultural Communication	Elective	0
10	Fall	CSCSR_VTKGT	Corporate Sustainability and CSR	Elective	6		Elective	Elective	6
11	Fall	2BE52NAV03M	Strategic Financial Analysis	Elective	6		Financial Statements and analysis	Core	6
12	Fall	2CM99NAV01M	Technology Innovation and Knowledge Management	Elective	6		Elective	Elective	6
13	Fall/spring	293NECOV732M	Changing Environments in Business and Globalization	Elective	6		Elective	Elective	6
14	Fall	293NFNK510M or PSBV110NAMAB PENZO38NAMAB	Applied Business Valuation	Elective	6	KOZG008NAMAB	Managerial Economics	Core	6
15	Fall	PENZO47NAMAB or PSBV109NAMAB	International Corporate Finance	Elective	6	PENZ006NAMAB	Advanced Corporate Finance	Core	6
17	Spring	VGDE009NAMAB	Global Leadership	Core	6		Elective	Elective	6
18	Spring	2KG23NDV02M	Model UN/CECC-CEMS Climate Change Strategy role-pl	Elective	6		Elective	Elective	6
19	Spring	293NDIGTRANS01M	Digital Transformation	Elective	6	ADIND030NAMAB	Information Systems Driving Digital Transformation	Elective	6
20	Spring	FINMA_VTBFF1	Student Managed Investment Fund	Elective	6		Elective	Elective	6
21	Spring	2KV71NAV02M	Startup Navigator: The Entrepreneurial Perspective	Elective	6		Elective	Elective	6
23	Spring	BUSPR_VTCMS	CEMS Business project	Core	15	MARK023NAMAB, MARK027NAMAB, MARK030NAMAB	Online Marketing Communications Business Project*, or Innovative Channel Management Business Project*, or Data Driven Marketing Business Project*	Core	6
25	Spring	2ET27NAV02M	Future International Manager	Elective	6	MARK020NAMAB	Sustainable and Ethical Marketing	Elective	0
26	Spring	293NMARK676M	Global Marketing	Elective	6		Global Marketing or Marketing Strategy	Core	6

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Approved by:



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Msc in Marketing (in English)

