

# CONTENT OF THE PROGRAM

Discipline code	Components of the educational program (academic disciplines, practical training)	Amount of credits	Form of final control
1	2	3	4
<b>1. Obligatory components of the educational and professional program</b>			
<b>1.1. General training course</b>			
OC 1.	Professional foreign language	6.0	Test, exam
OC 2.	Ethics and psychology of business relations	3.0	Test
OC 3.	Methods and organization of scientific research	4.0	Test
OC 4.	IT in enterprise marketing management	3.0	Test
<b>Total for the general training course</b>		<b>16.0</b>	
<b>1.2. Professional and practical training course</b>			
OC 5.	Advertising management	4.0	Exam
OC 6.	Strategic management	4.0	Exam
OC 7.	Innovative management	5.0	Exam
OC 8.	Marketing management	5.0	Exam
<b>Total for professional and practical training course</b>		<b>18.0</b>	
<b>1.3. Practical training</b>			
PT.1	On-the-job practical training	6.0	Test
PT.2.	Pre-graduation practical training	8.0	Test
<b>1.4 . Elective components of the educational and professional program</b>			
EC 1-7.	Elective components	26	
<b>1.5. Student assessment</b>			
II3.3	Preparation and defense of the Master's thesis	16.0	
<b>Total amount of obligatory components</b>		<b>64.0</b>	
<b>Total amount of elective components</b>		<b>26.0</b>	
<b>Total capacity of the educational and professional program</b>		<b>90.0</b>	