

to consider in the plan	Index	Name	Form of control				number of credits		Total number of acad.hours							1st year		2nd Year		Responsible academic department	
			Examination	Credit	Graded test	Course work	Expert	Fact	Expert	According to plan	Auditorium hours	AUD.	Solo work	Review work	1st year number of credits	2nd year number of credits	3rd year number of credits	4th year number of credits	Code	Name	
Box 1.Discipline (modules)																					
Mandatory part																					
+	B1.O.01	Philosophy and methodology of scientific research	1				3	3	108	108	46.8	30	28	33.2	3				72	Philosophy and cultural studies	
+	B1.O.02	Research methods in Economics and management	2	1		2	5	5	180	180	70.4	60	76.4	33.2	2	3			66	Instrumental methods in economics and management	
+	B1.O.03	Professional foreign language		1			2	2	72	72	32.6	30	39.4		2				73	Foreign languages	
+	B1.O.04	Business and scientific communication in a foreign language		2			2	2	72	72	32.6	30	39.4			2			73	Foreign languages	
+	B1.O.05	Information technologies in professional activity		1			2	2	72	72	32.6	30	39.4		2				82	Computer science and information technology	
+	B1.O.06	Human resource management		2			2	2	72	72	44.6	30	27.4			2			69	Human resource management in industries and complexes	
+	B1.O.07	Basics of professional disciplines teaching		3			2	2	72	72	44.6	30	27.4				2		63	Economics of agriculture and fishery	
							18	18	648	648	304.2	240	277.4	66.4	9	7	2				
The part formed by the participants of educational relations																					
+	B1.V.01	Management Economics	1			1	5	5	180	180	65.8	46	81	33.2	5				63	Economics of agriculture and fishery	
+	B1.V.02	Organizational theory and organizational behavior	1				3	3	108	108	48.8	30	26	33.2	3				61	Production management	
+	B1.V.03	Marketing management	2				3	3	108	108	28.8	20	46	33.2		3			67	Industry logistics, marketing and commerce	
+	B1.V.04	Modern strategic analysis	2				3	3	108	108	48.8	30	26	33.2		3			63	Economics of agriculture and fishery	
+	B1.V.05	Advertising management		3			3	3	108	108	28.6	26	79.4				3		67	Industry logistics, marketing and commerce	
+	B1.V.06	Corporate Finance (Master's course)		2			2	2	72	72	32.6	30	39.4			2			62	Sectoral and corporate Finance	
+	B1.V.07	Organization of logistic management		1			2	2	72	72	24.6	20	47.4		2				67	Industry logistics, marketing and commerce	
+	B1.V.08	Methods of consumer behavior research		1			2	2	72	72	24.6	20	47.4		2				67	Industry logistics, marketing and commerce	
+	B1.V.09	Techniques of strategic marketing	3			3	3	3	108	108	33.8	26	41	33.2			3		67	Industry logistics, marketing and commerce	
+	B1.V.10	Market research	3				3	3	108	108	30.8	26	44	33.2			3		67	Industry logistics, marketing and commerce	
+	B1.O.D.01	Optional module 1. Marketing management of a modern company	3	33	22	23	13	13	468	468	151.2	122	283.6	33.2		6	7				
+	B1.O.D.01.01	The economic assesment for marketing decisions		3			2	2	72	72	32.6	30	39.4			2			67	Industry logistics, marketing and commerce	
+	B1.O.D.01.02	Trade-marketing			2	2	3	3	108	108	25.6	16	82.4			3			67	Industry logistics, marketing and commerce	
+	B1.O.D.01.03	Innovative marketing management			2		3	3	108	108	26.6	20	81.4			3			67	Industry logistics, marketing and commerce	
+	B1.O.D.01.04	Integrated marketing communication	3			3	3	3	108	108	37.8	30	37	33.2			3		67	Industry logistics, marketing and commerce	
+	B1.O.D.01.05	Internet marketing management		3			2	2	72	72	28.6	26	43.4				2		67	Industry logistics, marketing and commerce	
+	B1.O.D.02	Optional module 2. Marketing management in a fishing company																			
-	B1.O.D.02.01	Economic feasibility of marketing decisions in fishery sector		3			2	2	72	72	32.6	30	39.4				2		67	Industry logistics, marketing and commerce	
-	B1.O.D.02.02	Marketing channels for distribution of fishing products			2	2	3	3	108	108	31.6	26	76.4				3		67	Industry logistics, marketing and commerce	
-	B1.O.D.02.03	Marketing of interaction in fishery sector			2		3	3	108	108	32.6	30	75.4				3		67	Industry logistics, marketing and commerce	
-	B1.O.D.02.04	Marketing management in THE B2B market of a fishing company	3			3	3	3	108	108	37.8	30	37	33.2			3		67	Industry logistics, marketing and commerce	
-	B1.O.D.02.05	International marketing of fishery companies		3			2	2	72	72	28.6	26	43.4				2		67	Industry logistics, marketing and commerce	
							42	42	1512	1512	518.4	396	761.2	232.4	12	14	16				
							60	60	2160	2160	822.6	636	1038.6	298.8	21	21	18				
Box 2.Practice																					
The part formed by the participants of educational relations																					
+	B2.V.01	Study practice			1		3	3	108	108	108				3						
+	B2.V.01.01(Study practice)	Study practice for obtaining primary professional skills and abilities			1		3	3	108	108	108				3				67	Industry logistics, marketing and commerce	
+	B2.V.02	Industrial placement		23	2344		51	51	1836	1836	1836					15	6	30			
+	B2.B.02.01(Scientific research-SR)	Industrial placement and research work (distributed practice)		23			6	6	216	216	216				3	3			67	Industry logistics, marketing and commerce	
+	B2.V.02.02(Scientific research-SR)	Industrial placement and research work (concentrated practice)			4		12	12	432	432	432							12	67	Industry logistics, marketing and commerce	
+	B2.B.02.03(Technological Practice)	Production and technological practice (for marketing research)			2		12	12	432	432	432					12			67	Industry logistics, marketing and commerce	
+	B2.V.02.04(Technological Practice)	Industrial and pedagogical practice			3		3	3	108	108	108						3		67	Industry logistics, marketing and commerce	
+	B2.V.02.05(Externship)	Industrial externship practice			4		18	18	648	648	648							18	67	Industry logistics, marketing and commerce	
							54	54	1944	1944	1944				3	15	6	30			
							54	54	1944	1944	1944				3	15	6	30			
Box 3.State final attestation																					
+	B3.01	Defense of thesis (final qualifying project)					6	6	216	216					216				6	67	Industry logistics, marketing and commerce
							6	6	216	216					216				6		
							6	6	216	216					216				6		
OC.Optional courses																					
+	OC.01	Speaking workshop in a foreign language (German)		1			2	2	72	72	30.6	30	41.4		2						
+	OC.02	Speaking workshop in a foreign language (English)		1			2	2	72	72	30.6	30	41.4		2						
							4	4	144	144	61.2	60	82.8		4						
							4	4	144	144	61.2	60	82.8		4						