

Curriculum of PhD Studies in Business Economy

III Year	Winter Semester	Summer Semester
	DISSERTATION (30 ECTS) RESEARCH PROJECT (20 ECTS) Essay reviewed at an academic gathering / conference / consultations (10 ECTS)	
II Year	Elective subject I (8ECTS) Elective subject II (8ECTS) Research Project III (7ECTS)	Elective subject III (8ECTS) Elective subject IV (8ECTS) Research Project IV (7ECTS)
	Abstract of a doctoral dissertation (14 ECTS)	
I Year	Economics (9 ECTS) Marketing Theories (9 ECTS) Research Project I (7ECTS)	Economics (9 ECTS) Marketing Theories (9 ECTS) Research Project I (7ECTS)
	Research draft of a doctoral dissertation (10ECTS)	

Elective Subjects (choice of 4 subjects out of 6, 8 ECTS each):

I. Field of Interest (specialty) Marketing

- Theory of Consumer Behaviour and Buying Habits
- Services and Product Policy
- Sales Methods and Techniques
- Theory and Policy of Prices in Marketing
- Modern Means and Methods of Promotion
- Methods and Techniques of Market Research

II. Field of Interest (specialty) Banking

- Distribution Policy
- Financial Markets and Institutions
- Banking Management
- Investment Portfolio Management
- Financial Risk Management
- Credit Theory

III. Field of Interest (specialty) Tax Management

- Public Finance
- Taxes
- Budget Policy
- Financial Markets
- Local Government Finance
- Supply Management in the Public Sector

IV. Field of Interest (specialty) Stock Markets and Securities

- Financial Markets and Institutions
- Analysis of Securities
- Stock Market
- Bond Market
- Derivative Market
- Investment Portfolio Management

V. Field of Interest (specialty) Auditing

- Analysis of Financial Statements
- Auditing
- Methodology of Auditing Procedure
- International Auditing Standards
- International Standards for Financial Reports
- Managerial Accounting

VI. Field of Interest (specialty) Management

- Development of Management Theory
- Economy of Human Resources Management
- Corporate Strategies
- International Management
- Global Operating Management
- Corporate Management

VII. Field of Interest (specialty) Healthcare and Pharmaceutical Management

- Healthcare Informational Systems
- Modern National Healthcare Systems
- Pharmacoeconomy
- Planning, Analysis and Costs-control in the Healthcare System
- Management of Investments in the Healthcare System
- Health Ecology, Sociology and Labour Medicine
- Management of Healthcare Organizations

STUDY PROGRAMME ²

3.1. Compulsory subjects

	Title	ECTS
1	Economics	9
2	Marketing Theories	9
3	Corporate Finance	9
4	Management Theories	9

3.2. Elective subjects

Department: **MARKETING**

	Title	ECTS
1	Theory of Consumer Behaviour and Buying Habits	8
2	Services and Product Policy	8
3	Sales Methods and Techniques	8
4	Theory and Policy of Prices in Marketing	8
5	Modern Means and Methods of Promotion	8
6	Methods and Techniques of Market Research	8

Department: **BANKING**

	Title	ECTS
1	Distribution Policy	8
2	Financial Markets and Institutions	8
3	Banking Management	8
4	Investment Portfolio Management	8
5	Financial Risk Management	8
6	Credit Theory	8

Department: **TAX MANAGEMENT**

	Title	ECTS
1	Public Finance	8
2	Taxes	8
3	Budget Policy	8
4	Financial Markets	8
5	Local Government Finance	8
6	Management of the Public Sector Provisions	8

² The suggested elective subjects are from the Faculty of Economics. In accordance with the Law on Higher Education including the Altering and Amending Law of the mentioned Law on Higher Education, students independently decide on the elective subjects at the University faculties according to the Rulebook on compatibility of subjects offered by the University.

Department: STOCK MARKETS AND SECURITIES

	Title	ECTS
1	Financial Markets and Institutions	8
2	Analysis of Securities	8
3	Stock Market	8
4	Bond Market	8
5	Derivative Market	8
6	Investment Portfolio Management	8

Department: AUDITING

	Title	ECTS
1	Analysis of Financial Statements	8
2	Auditing	8
3	Methodology of Auditing Procedure	8
4	International Auditing Standards	8
5	International Standards for Financial Reports	8
6	Managerial Accounting	8

Department: MANAGEMENT

	Title	ECTS
1	Development of Management Theory	8
2	Economy of Human Resources Management	8
3	Corporate Strategies	8
4	International Management	8
5	Global Operating Management	8
6	Corporate Management	8

Department: HEALTHCARE AND PHARMACEUTICAL MANAGEMENT

	Title	ECTS
1	Healthcare Informational Systems	8
2	Modern National Healthcare Systems	8
3	Pharmacoeconomy	8
4	Planning, Analysis and Costs-control in the Healthcare System	8
5	Management of Investments in the Healthcare System	8
6	Health Ecology, Sociology and Labour Medicine	8
7	Management of Healthcare Organizations	8

3.3. Compulsory and elective subjects

The compulsory and elective activities during the studies are stated in article 3.1. All candidates will take part in research workshops, projects and international and national conferences. These activities will be marked according to the corresponding ECTS credits.