

MASTER’S DEGREE PROGRAM: BUSINESS ADMINISTRATION AND NEGOCIATION
SPECIALIZATION: ECONOMY OF COMMERCE, TOURISM AND SERVICES
FORM OF EDUCATION: DAILY COURSES
1ST YEAR OF STUDY
ACADEMIC YEAR: 2012-2013

LEGEND:
C=Cours; S=Seminar; D=Debate; T=Total; ECST=European Credit Transfer System; CS=Compulsory Subject; OS=Optional Subject
DSS=Deep Study Subject; SS=Synthesis Subject; SD=Specialized Discipline;
FE=Final Examination; A= Assessment

CURRICULUM

No. Item	Subject Denomination	Subject Type	Subject Category	Subject Code	No. Hours / Week			No. Hours / Semestre			Type of Assesment	No. of ECST
					C	S/L	T	C	S/L	T		
1ST SEMESTER – 14 WEEKS												
1.	Entrepreneurship	CS	SD	MANA1.1.11	2	2	4	28	28	56	FE	8
2.	Business Law	CS	SD	MANA1.1.12	2	2	4	28	28	56	A	8
3.	Business Ethics	CS	DSS	MANA1.1.13	2	2	4	28	28	56	A	7
4.	Organizational Communication and Culture	CS	DSS	MANA1.1.14	2	2	4	28	28	56	FE	7
1ST SEMESTER –TOTAL NO. OF HOURS (COMPULSORY)					8	8	16	112	112	224	2FE+2A	30

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					C	S/L	T	C	S/L	T		
2ND SEMESTER - 14 weeks												
1.	Management Strategies and Leadership	CS.	SD	MANA1.1.15	2	2	4	28	28	56	FE	7
2.	Organizational Behaviour	CS.	DSS	MANA1.1.16	2	2	4	28	28	56	FE	8
3.	Business Negotiation	CS.	DSS	MANA1.1.17	2	2	4	28	28	56	FE	8
4.	Project Management	CS	DSS	MANA1.1.18	2	2	4	28	28	56	A	7
2ND SEMESTER –TOTAL NO. OF HOURS (COMPULSORY)					8	8	16	112	112	224	3FE+1A	30

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No. Item.	Subject Denomination	Subject Type	Subject Category	Subject Code	No. Hours / Week			No. Hours / Semestre			Type of Assesment	No. of ECST
					C	S/L	T	C	S/L	T		
3RD SEMESTER – 14 WEEKS												
1.	Business Excellence Models	CS.	DSS	MANA1.1.19	2	2	4	28	28	56	FE	7
2.	Innovation Management	CS	SD	MANA1.1.20	2	2	4	28	28	56	FE	8
3.	Sales Force Managemet	CS	DSS	MANA1.1.21	2	2	4	28	28	56	FE	8
4.	Consumer Behaviour	CS	SD	MANA1.1.22	2	2	4	28	28	56	A	7
3RD SEMESTER -TOTAL NO. OF HOURS (COMPULSORY)					8	8	16	112	112	224	3 FE+1A	30
No. Item	Subject Denomination	Subject Type	Subject Category	Subject Code	No. Hours / Week			No. Hours / Semestre			Type of Assesment	No. of ECST
					C	S/L	T	C	S/L	T		
4TH SEMESTER – 14 WEEKS												
1.	E-Business	CS	SD	MANA1.1.23	2	2	4	28	28	56	EX	7
2.	Investment Management	CS	SD	MANA1.1.24	2	2	4	28	28	56	EX	8
3.	Practice	CS	DS	MANA1.1.25	-	4	4	-	56	56	PV	7
4.	Research for Elaborating the Dissertation	CS	DSS	MANA1.1.28	-	4	4	-	56	56	PV	8
4TH SEMESTER –TOTAL NO.OF HOURS(COMPULSORY AND OPTIONAL					4	12	16	56	168	224	2 E+2A	30