

MASTER OF ARTS IN MANAGEMENT (2022/2023)

No.	Course	Module Leader	Workshop Lecturer	Eg/Zal	Lecture	Seminar	Workshop	Internship	Hours	ECTS	Remarks
YEAR 1											
SEMESTER 1											
1	Business Law			Z		30			30	3	
2	Contemporary Management Concepts			Z		30			30	4	
3	Knowledge Management			Z			15		15	2	
4	Advanced Managerial Economics			Z			30		30	3	
5	Coaching and Mentoring			Z			45		45	4	
6	Enterprise Change Management			Z		15	15		30	3	
7	Corporate Social Responsibility			Z		15			15	2	
8	Sales Management and Business Negotiations			Z			30		30	4	
9	Emerging Trends in HRM			Z		30			30	3	
10	Foreign Language (Elective)			Z			30		30	2	
				1st semester total	0	120	165	0	285	30	
SEMESTER 2											
1	Risk Management			Z			30		30	4	
2	Startup Management			Z			30		30	3	
3	Brand Management			Z			30		30	3	
4	Leadership and Teambuilding			Z			30		30	3	
5	Communication and Digital Marketing			Z			30		30	3	
6	Restructuring and Bankruptcy			Z		30			30	3	
7	Advanced Strategic Management			Z		15	15		30	4	
8	Elective 1 (1 out of 2): 1. E-Business Management 2. Blockchain Technology in a Modern Enterprise			Z			15		15	2	
9	Elective 2 (1 out of 2): 1. Introduction to Global Operations and Supply Chain Management 2. Social Media Market & Consumer Research			Z			30		30	3	
10	Foreign Language (Elective)						30		30	2	
				2nd semester total	0	45	240	0	285	30	
				YEAR 1st TOTAL	0	165	405	0	570	60	
YEAR 2											
SEMESTER 3											
1	Interpersonal Communication Workshop			Z			30		30	2	
2	Foreign Language (Elective)			E			30		30	2	
3	Thesis Seminar			Z		30			30	6	
4	Specialisation Courses			Z			150		150	20	
				3rd semester total	0	30	210	0	240	30	
SEMESTER 4											
1	Internship			Z				420	420	17	
2	Thesis Seminar (Elective)			E		30			30	13	
				4th semester total	0	30	0	420	450	30	
				YEAR 2nd TOTAL	0	60	210	420	690	60	
				TOTAL FOR TWO YEARS	0	225	600	420	1245	120	

LIST OF SEPCIALISATION COURSES

BIG DATA MANAGEMENT PROGRAM										
Set A:										
1	Law & Regulation: Intellectual Property, Individual Rights & Data Protection		Z	30						4
2	Artificial Intelligence, Big Data, and Applications for Industry 4.0.		Z			30				4
3	Emerging Technologies and Innovation		Z		30					4
4	Management of Technology Innovation and Creativity		Z		30					4
5	Creating Your Own Innovative Company		Z			30				4
TOTAL				30	60	60				20
STRATEGIC LEADERSHIP PROGRAM										
Set B:										
1	Leadership Styles and Theories		Z		30					4
2	Managerial Decision Making		Z		30					4
3	Leading Innovation and Managing Change		Z		30					4
4	Cross Cultural Management		Z		30					4
5	Strategic Leadership and Team Building		Z			30				4
TOTAL					120	30				20
EVENT MANAGEMENT PROGRAM										
Set C:										
1	Event Law in the MICE Sector (Meetings, Incentives, Conferences and Exhibitions)		Z	30						4
2	Operations and Logistics Management in the MICE Sector		Z		30					4
3	Managing Contemporary Hospitality		Z		30					4
4	Public Relations and Social Media for Events Promotion		Z		30					4
5	Marketing Management in the MICE Sector		Z		30					4
TOTAL				30	120					20