

Annex B.3

Curriculum of the study programme 38.03.06_03 «Marketing in commerce»

Index	Description	Total hours	Total credits	Semester	Assessment
K.M.01	General education part	468	13		
K.M.01.01	Health and safety	72	2	4	Academic assessment
K.M.01.02	History	72	2	2	Academic assessment
K.M.01.03	Philosophy	108	3	1	Exam
K.M.01.04	Sociology and Psychology	144	4	1	Exam
K.M.01.05	Legal studies	72	2	1	Academic assessment
K.M.02	Physical education	400	2		
K.M.02.01	Physical education	72	2	2	Academic assessment
K.M.02.02	Elective physical education and sport	328		1234	Academic assessment
K.M.03	Foreign language part	648	18		
K.M.03.01	Foreign language: Basic course	324	9	123	Academic assessment, Graded academic assessment
K.M.03.02	Foreign language: Professionally oriented course	216	6	45	Academic assessment, Exam
K.M.03.03	International Business Communications (in English)	108	3	7	Academic assessment
K.M.04	Fundamental part	792	22		
K.M.04.01	Mathematical part	504	14		
K.M.04.01.01	Mathematics	360	10	12	Exam
K.M.04.01.02	Probability theory	144	4	3	Exam
K.M.04.02	Scientific part	144	4		
K.M.04.02.01	Concepts of modern natural science	72	2	1	Academic assessment
K.M.04.02.02	Environmental studies	72	2	3	Academic assessment
K.M.04.03	Information technology part	144	4		
K.M.04.03.01	Computer science	144	4	1	Exam
K.M.05	Basic part	2844	79		
K.M.05.01	Introduction to professional activities	72	2	2	Academic assessment
K.M.05.02	Information and documentation support	180	5		
K.M.05.02.01	Document support of management	72	2	1	Academic assessment

K.M.05.02.02	Information systems and technologies	108	3	2	Exam
K.M.05.03	Economic theory	288	8		
K.M.05.03.01	Microeconomics	144	4	1	Graded academic assessment
K.M.05.03.02	Macroeconomics	144	4	2	Exam
K.M.05.04	Company economics	144	4	2	Exam
K.M.05.05	Management	180	5	3	Exam
K.M.05.06	Accounting	180	5	3	Exam
K.M.05.07	Statistics	144	4	4	Exam
K.M.05.08	Organization of business activities in trade	144	4	4	Exam
K.M.05.09	Labor potential management of a commercial enterprise	144	4	7	Exam
K.M.05.10	Commercial activity in the field of commodity circulation	144	4	7	Exam
K.M.05.11	Advanced manufacturing technologies	72	2	1	Academic assessment
K.M.05.12	Digital industry technologies	72	2	2	Academic assessment
K.M.05.13	Organization, technology and design of trade enterprises	144	4	4	Exam
K.M.05.14	Regional studies and world trade infrastructure	144	4		
K.M.05.14.01	Regional studies	72	2	2	Academic assessment
K.M.05.14.02	World trade infrastructure	72	2	3	Academic assessment
K.M.05.15	Economy of trade	252	7		
K.M.05.15.01	Evaluation and forecasting of trade and procurement activities	108	3	4	Exam
K.M.05.15.02	Management of capital of a trade enterprise	144	4	5	Exam
K.M.05.16	Legal and information support for professional activities	180	5		
K.M.05.16.01	Legal support for professional activities	72	2	4	Academic assessment
K.M.05.16.02	Information technology in professional activities	108	3	7	Academic assessment
K.M.05.17	Commodity science and expert examination of goods	180	5		
K.M.05.17.01	Commodity science in the sphere of homogeneous groups of non-food goods	108	3	4	Graded academic assessment

K.M.05.17.02	Commodity science in the sphere of homogeneous groups of food products	108	2	3	Academic assessment
K.M.05.DV.01	Elective part 1 (DV.1)	180	5	3	
K.M.05.DV.01.01	Marketing	180	5	3	Exam
K.M.05.DV.01.02	Marketing (in English)	180	5	3	Exam
K.M.06	Profession-oriented part	1512	42		
K.M.06.01	E-commerce	180	5	6	Exam
K.M.06.02	Marketing research in trade	144	4	5	Exam
K.M.06.03	Advertising activities	144	4	5	Exam
K.M.06.04	Management of marketing activities in trade	180	5	6	Exam
K.M.06.05	Technologies for forming the image of a trade organization	180	5	7	Exam
K.M.06.DV.01	Elective part 1 (DV.1)	180	5	5	
K.M.06.DV.01.01	Logistics in trade	180	5	5	Exam
K.M.06.DV.01.02	Sales channels management	180	5	5	Exam
K.M.06.DV.02	Elective part 2 (DV.2)	180	5	6	
K.M.06.DV.02.01	Customer loyalty management	180	5	6	Exam
K.M.06.DV.02.02	Consumer behavior	180	5	6	Exam
K.M.06.DV.03	Elective part 3 (DV.2)	180	5	6	
K.M.06.DV.03.01	Digital technologies in marketing	180	5	6	Exam
K.M.06.DV.03.02	International marketing	180	5	6	Exam
K.M.06.DV.04	Elective part 4 (DV.2)	144	4	8	
K.M.06.DV.04.01	Brand management	144	4	8	Exam
K.M.06.DV.04.02	Basics of branding in trade	144	4	8	Exam
K.M.07	Additional part	360	10		
K.M.07.DV.01	Additional courses	360	10		
K.M.07.DV.01.01	Educational foresight	360	10	57	Academic assessment
K.M.07.DV.01.02	Career adaptability	360	10	57	Academic assessment
K.M.08	Project part	1728	48		
K.M.08.01(P)	Practical training for obtaining primary professional skills and abilities, including primary academic experience	144	4	4	Academic assessment

K.M.08.02(I)	Internship for obtaining professional skills and experience	216	6	6	Academic assessment
K.M.08.03(I)	Technological practical training	216	6	8	Academic assessment
K.M.08.04(PG I)	Pre-graduation internship	216	6	8	Graded academic assessment
K.M.08.05	Basics of project activities	108	3	4	Academic assessment
K.M.08.06	Analysis of financial and economic activities of trade enterprises	180	5	7	Graded academic assessment
K.M.08.07	Project work on the organization and management of commercial activities in the field of commodity circulation	144	4	8	Graded academic assessment, course paper
K.M.08.08	Project work on marketing research in trade	180	5	6	Graded academic assessment, course paper
K.M.08.09	Project work on marketing planning	180	5	8	Graded academic assessment, course paper
K.M.08.DV.01	Elective part 1 (DV.1)	144	4	5	
K.M.08.DV.01.01	Project work on the organization, technology and design of retail enterprises	144	4	5	Graded academic assessment, course paper
K.M.08.DV.01.02	Project work on the organization, technology and design of wholesale enterprises	144	4	5	Graded academic assessment, course paper
K.M.09	Final state attestation	216	6		
K.M.09.01(T)	Bachelor`s Thesis preparation and defense	216	6		
Elective courses	Elective courses	576	16		
FTD.V.05	Artistic semesters	36	1	2	Academic assessment
FTD.V.05	Information resources and information retrieval technologies	72	2	2	Academic assessment
FTD.V.05	Second foreign language (German): basic course	360	10	23	Graded academic assessment, Exam
FTD.V.05	Basic operation in online educational information environment	36	1	1	Academic assessment
FTD.V.05	Professionally oriented course of the second foreign language	72	2	6	Academic assessment

Basic part - 107 credits*
Elective part, compulsory courses - 69 credits*;
Elective part, elective courses - 36 credits*;
Traineeship section - 22*;
Final state attestation - 6 credits*;
*1 credit - 36 hours.

Academic calendar

Month	September					October				November				December				January				February				March					April				May					June				July				August							
Dates	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2	3 - 9	10 - 16	17 - 23	24 - 30	1 - 7	8 - 14	15 - 21	22 - 28	29 - 4	5 - 11	12 - 18	19 - 25	26 - 1	2 - 8	9 - 15	16 - 22	23 - 1	2 - 8	9 - 15	16 - 22	23 - 29	30 - 5	6 - 12	13 - 19	20 - 26	27 - 3	4 - 10	11 - 17	18 - 24	25 - 31	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2	3 - 9	10 - 16	17 - 23	24 - 31			
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52			
I									*							E	E	E	E	E	E					*												E	E	E	E	E	E	H	H	H	H	H	H	H	H				
II									*							E	E	E	E	E	E					*												E	E	E	E	E	E	P	P	P	P	H	H	H	H				
III									*							E	E	E	E	E	E					*												E	E	E	E	E	E	I	I	I	I	H	H	H	H				
IV									*							E	E	E	E	E	E					*												E	E	E	E	E	E	H	H	H	H	T	T	T	T	T	T	T	T

Consolidated data

		Course 1			Course 2			Course 3			Course 4			Total
		sem. 1	sem. 2	Total	sem. 3	sem. 4	Total	sem. 5	sem. 6	Total	sem. 7	sem. 8	Total	
		Theoretical courses, practical training and internships		15 1/6	15 1/6	30 2/6	15 1/6	15 1/6	30 2/6	15 1/6	15 1/6	30 2/6	15 1/6	
E	Exam sessions	4 2/6	5 5/6	10 1/6	4 2/6	3 3/6	7 5/6	4 2/6	2 3/6	6 5/6	4 2/6	2 2/6	6 4/6	31 3/6
P	Practical training					3	3							3
I	Internship in industry								4	4		4	4	8
T	Bachelor`s Thesis preparation and defense											4	4	4
H	Holidays		9	9		8 2/6	8 2/6		8 2/6	8 2/6		8 5/6	8 5/6	34 3/6
*	Public holidays (excl. Sunday)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	10 (60 days)
Duration of training (excluding public holidays and vacations)		Over 39 weeks			Over 39 weeks			Over 39 weeks			Over 39 weeks			
Total		21	31	52	21	31	52	21	31	52	21	31	52	208