

STUDY PROGRAMME

Faculty:

Study programme:

Profile:

Cycle:

Mode of studies:

Number of specialisations:

The starting date:

Faculty of Management, UL
Business and Digital Analytics
General Academic
2nd-cycle studies
Full-time
-
2026

Year	Semester	Course	Details of the course													Form of completion	ECTS
			CODE	Number of hours													
				Type-1 Lecture	Type-2 Lecture	Type-3 Lecture	Tutorial	IT Lab	Workshop	MA Seminar	Internship (general academic)	Foreign Language Class	Total				
				WT1	WT2	WT3	C	LI	WR	SM2	PO	L					
I	1	Accounting and Finance Management			25		25							50	Exam	6	
	1	Applied Statistics			10			30						40	Exam	6	
	1	Art of Business Decision-Making			25									25	Assessment	3	
	1	Digital Applications for Business						25						25	Assessment	4	
	1	Digital Business Models			25									25	Assessment	3	
	1	Logic and Critical Thinking				30								30	Assessment	5	
	1	Methodics of Scientific Work		25										25	Assessment	2	
	1	Organisational Behaviour		25										25	Assessment	2	
		total after the 1st semester:											hours:	245	ECTS:	31	
I	2	AI in Business Analytics and Reporting					25							25	Assessment	3	
	2	Business Communication, Reporting, and Data Visualisation			10		15							25	Assessment	3	
	2	Business Research Methods and Analysis			10				30					40	Assessment	6	
	2	Content and Community Management Analytics				25								25	Assessment	4	
	2	Customer, Operations, and People Analytics		25										25	Exam	2	
	2	Managerial Economics and Evidence-Based Management				25								25	Assessment	4	
	2	Master Seminar								6				6	Assessment	1	
	2	Web, Social Media, and E-Commerce Analytics					25							25	Assessment	3	
	2	Lecture in a Foreign Language			25									25	Assessment	3	
		total after the 2nd semester:											hours:	221	ECTS:	29	
II	3	Company Performance and Business Health Metrics							25					25	Assessment	4	
	3	Internship									450			450	Assessment	18	
	3	Master Seminar								25				25	Assessment	8	
	3	Lecture in a Foreign Language			25									25	Exam	3	
		total after the 3rd semester:											hours:	525	ECTS:	33	
II	4	Capstone Project					25							25	Assessment	3	
	4	Master Seminar								25				25	Exam	12	
	4	Programming for Business Analytics					25							25	Assessment	3	
	4	Elective Course (External)			15		15							30	Assessment	3	
	4	Elective Course (Internal)			10			30						40	Assessment	6	
		total after the 4th semester:											hours:	145	ECTS:	27	
													hours:	1136	ECTS:	120	

Elective Course (Internal)															
II	4	Digital Leadership			10			30					40	Assessment	6
	4	Disruptive Thinking			10			30					40	Assessment	6

 Courses that are run online.

 Courses that are run either on-site or online.