

# Study plan

## Name of study plan: B-PM-prez.forma od 10/11

Faculty/Institute/Others:

Department: Institute of Economic Studies

Branch of study guaranteed by the department: Personnel Management in Industrial Enterprises

Garantor of the study branch: doc. PhDr. Jana Marie Šafránková, CSc.

Program of study: Economy and Management

Type of study: Bachelor full-time

Required credits: 180

Elective courses credits: 0

Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 156

The role of the block: Z

Code of the group: 1.S.BPM-P OD 10/11

Name of the group: 1.s.BPM-od 10/11 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete at least 7 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA1	English Language 1	Z	4	0P+4C		Z
51OP	General Psychology and Psychology of Personality	Z,ZK	6	3P+1C	Z	Z
51RKD	Rhetoric and Communications Skills	Z,ZK	6	2P+2C	Z	Z
51TV1	Physical Education 1	Z	0	0P+2C		Z
51UE	Introduction to Economics	Z,ZK	6	2P+2C	Z	Z
51UV	Introduction to University Studies	Z	4	2P+1C	Z	Z
51RLZ	Human Resources Management	Z,ZK	4	2P+1C	Z	Z

### Characteristics of the courses of this group of Study Plan: Code=1.S.BPM-P OD 10/11 Name=1.s.BPM-od 10/11 prezen ní forma

04BJA1	English Language 1	Z	4	The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.
51OP	General Psychology and Psychology of Personality	Z,ZK	6	
51RKD	Rhetoric and Communications Skills	Z,ZK	6	Rhetoric and Communication Skills provides an insight into rhetorical skills, voice & breath management, understandable articulation/pronunciation, speech speed and phrasing. The curriculum includes verbal communication practise based on pre-prepared and impromptu presentations, methods of developing rhetorical skills, target audience identification, preparation and types of speeches and language creativity. The course lays the foundations for effective communication training that is then followed up in Social Psychology-related courses.
51TV1	Physical Education 1	Z	0	
51UE	Introduction to Economics	Z,ZK	6	The course is focused on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economics according to so called macroeconomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions.
51UV	Introduction to University Studies	Z	4	Content of the subject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject: Part 1 - adaptation, Part 2. - ways of studying at universities, Part 3 - education and self-education.
51RLZ	Human Resources Management	Z,ZK	4	Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.

Code of the group: 2.S.BPM-P OD 10/11

Name of the group: 2.s.BPM-od 10/11 prezen ní forma

Requirement credits in the group: In this group you have to gain 26 credits

Requirement courses in the group: In this group you have to complete at least 6 courses

Credits in the group: 26

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA2	English Language 2	Z	4	0P+4C		Z
51PP1	Law and Business 1	Z,ZK	4	2P+1C	L	Z
51S	Sociology	Z,ZK	6	2P+2C	L	Z
51SOP	Social Psychology	Z,ZK	6	2P+2C		Z
51TV2	Physical Education 2	Z	0	0P+2C		Z
51ZPM	Basics of Business Management	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=2.S.BPM-P OD 10/11 Name=2.s.BPM-od 10/11 prezen ní forma

04BJA2	English Language 2				Z	4
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology&Communication Skills as well as grammar on the given language level. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.						
51PP1	Law and Business 1				Z,ZK	4
Subject of course Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consequences -employment and its regulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and safety						
51S	Sociology				Z,ZK	6
Content of the course is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.						
51SOP	Social Psychology				Z,ZK	6
51TV2	Physical Education 2				Z	0
51ZPM	Basics of Business Management				Z,ZK	6

Code of the group: 3.S.BPM-P OD 11/12

Name of the group: 3.s.BPM-od 11/12 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete at least 8 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA3	English Language 3	Z	4	0P+4C		Z
51FGR	Financial Literacy	KZ	2	2P+1C		Z
51ITPG	Information Technology and Computer Literacy	Z,ZK	2	2P+1C		Z
51PM	HR Management	Z,ZK	4	2P+2C	3	Z
51PV	Corporate Education	Z,ZK	4	2P+1C	Z	Z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	Z
51SRL	Strategic Human Resource Management and Development	Z,ZK	6	3P+1C		Z
51UM	Introduction to Mathematics	Z,ZK	4	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=3.S.BPM-P OD 11/12 Name=3.s.BPM-od 11/12 prezen ní forma

04BJA3	English Language 3				Z	4
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.						
51FGR	Financial Literacy				KZ	2
51ITPG	Information Technology and Computer Literacy				Z,ZK	2
Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.						

51PM	HR Management	Z,ZK	4
As part of corporate management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising people and interlinking their work, as well as exploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company and their colleagues, personal satisfaction they get out of their work and various aspects of personal and social development.			
51PV	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
51PP2	Law and Business 2	Z,ZK	4
Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), entrepreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies			
51SRL	Strategic Human Resource Management and Development	Z,ZK	6
Strategic HR Management and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum management of HR education and development and subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative development and use of such knowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's competitiveness.			
51UM	Introduction to Mathematics	Z,ZK	4

Code of the group: 4.S.BPM-P OD 11/12

Name of the group: 4.s.BPM-od 11/12-prezen ní forma

Requirement credits in the group: In this group you have to gain 26 credits

Requirement courses in the group: In this group you have to complete at least 5 courses

Credits in the group: 26

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA4	English Language 4	Z,ZK	6	0P+4C		z
51VC	Appraisal and Performance Management and Controlling	KZ	4	2P+1C	Z,L	z
51NTP	New Trends in HR Management	Z,ZK	6	3P+1C	Z,L	z
51PIS	Human Resource Information Systems	Z	4	2P+1C	L	z
51PPO	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S.BPM-P OD 11/12 Name=4.s.BPM-od 11/12-prezen ní forma

04BJA4	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
51VC	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			
51NTP	New Trends in HR Management	Z,ZK	6
The course deals with the theoretical foundations and practical use of trends in personnel management.			
51PIS	Human Resource Information Systems	Z	4
The course enables students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, required by employers to fulfill the obligations arising from legislation and to ensure human resource management in the organization.			
51PPO	Work and Organizational Psychology	Z,ZK	6
Course Psychology of work and organization contains the following: theory, research and practices in psychology of work, individual differences among people and their relationship to work behaviour, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, employees evaluation, analysis and modification of work behaviour, work motivation, psychological aspects of personnel training, work under pressure. Basic terminology.			

Code of the group: 5.S.BPM-P OD 12/13

Name of the group: 5.s.BPM-od 12/13 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete 6 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
51DHS	Mental Health and Stress	Z	4	2P+1C	Z	z
51LRT	Leadership and Talent Management	Z,ZK	4	2P+1C	Z	z

51MK	<b>Marketing</b>	Z,ZK	6	2P+2C	Z	z
51PBP	<b>Project of Bachelor Thesis</b>	Z	6	1P+2C	Z	z
51PR	<b>Project Management</b>	Z,ZK	6	2P+2C	Z	z
51DTB	<b>Online Information Retrieval and the Work with Electronic Information Resources</b>	KZ	4	1P+2C	Z	z

**Characteristics of the courses of this group of Study Plan: Code=5.S.BPM-P OD 12/13 Name=5.s.BPM-od 12/13 prezen ní forma**

51DHS	Mental Health and Stress	Z	4
51LRT	Leadership and Talent Management Leadership and Talent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Comparative analysis of methods for managing key competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management thereof and facilitation, a tool that supports teamwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energization and synergetic effects. Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's key goals.	Z,ZK	4
51MK	Marketing The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.	Z,ZK	6
51PBP	Project of Bachelor Thesis Projekt of bachelor's degree paper will particularly include paper topic, topic specialization, explanation, further concretization; theoretic basis - survey of literature; paper structure; research problem formulation and design, literature and sources analyses; paper goal (structure of the goals and their applicability); hypothesis formulation (main hypothesis, partial hypotheses); empiric survey; sample research (e.g. respondents and their analyses); time table of each work periods; plan and consultations with tutor etc.	Z	6
51PR	Project Management The basics of the project management-based approach to complex corporate processes, including analysis of initial preconditions for a successful project, integration of basic structural, technological, managerial and economic knowledge, all this based on network analysis. The course deals with the stages of project planning, implementation and evaluation, including responses to unplanned requirements and project risks. Field examples and analysis of field case studies.	Z,ZK	6
51DTB	Online Information Retrieval and the Work with Electronic Information Resources This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuable scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of citation ethics and citation practice incl. citing and creating reference lists.	KZ	4

Code of the group: 6.S.BPM-P OD 12/13

Name of the group: 6.s.BPM-od 12/13-prezen ní forma

Requirement credits in the group: In this group you have to gain 14 credits

Requirement courses in the group: In this group you have to complete 2 courses

Credits in the group: 14

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
51G	<b>Globalization</b>	Z,ZK	6	2P+2C	L	z
51TBP	<b>Bachelor Thesis</b>	Z	8	0+8	L	z

**Characteristics of the courses of this group of Study Plan: Code=6.S.BPM-P OD 12/13 Name=6.s.BPM-od 12/13-prezen ní forma**

51G	Globalization The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization on integration processes, economic environment and personal liberty.	Z,ZK	6
51TBP	Bachelor Thesis Realization of the project of Bachelor's degree paper conditions concretization, particularly: paper topic, explanation and application; theoretical basis, analyses of theoretical sources; paper structure; formulation of research problem incl. literature analysis; final goals; hypothesis formulation; empirical part (e.g. survey, test, sociometry etc.); research sample (e.g. respondents); timetable of each part realization; plan a consultations with the tutor; final version, including required enclosures (the Universities Act, Internal Czech Technical University Regulations); Bachelor's paper submission and defence. Presentation preparation	Z	8

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 24

The role of the block: PV

Code of the group: PVP-B-PM OD 12/13

Name of the group: PVP-B-PM prezen ní forma od 12/13

Requirement credits in the group: In this group you have to gain 24 credits

Requirement courses in the group: In this group you have to complete 6 courses

Credits in the group: 24

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
51XBCCAJ	<b>Business Correspondence and Communication</b>	KZ	4	0P+2C		PV
51XDBM	<b>Design and Brand Management</b>	KZ	4	2P+0C		PV
51XPDM	<b>Grant Management</b>	KZ	4	2P+0C		PV
51XPNES	<b>Economics Statistics</b>	Z,ZK	4	2P+1C		PV
51XPES	<b>Economic Statistics</b>	KZ	4	2P+1C		PV
51XP2ES	<b>Economic Statistics</b>	KZ	4	2P+1C		PV
51XP1ES	<b>Economic Statistics</b>	KZ	4	2P+1C		PV
51XES	<b>Economic Statistics</b>	KZ	4	2P+1C	L	PV
51XPHT	<b>Technology Assessment</b>	KZ	4	2P+1C		PV
51XPIP	<b>Intercultural Psychology</b>	KZ	4	2P+1C		PV
51XIP	<b>Intercultural Psychology</b>	KZ	4	2P+1C	L	PV
51XPKM	<b>Knowledge Management</b>	KZ	4	2P+1C		PV
51XKMAJ	<b>Knowledge Management in English Language</b>	KZ	4	2P+0C		PV
51XPLG	<b>Logistics</b>	KZ	4	2P+1C		PV
51XMKV	<b>Quality Management for Human Resources Managers</b>	KZ	4	2P+1C		PV
51XP2MNP	<b>Managerial Tools and Calculations</b>	KZ	4	2P+1C		PV
51XP3MNP	<b>Managerial Tools and Calculations</b>	KZ	4	2P+1C		PV
51XNM	<b>Material Science</b>	KZ	4	2P+1C	L	PV
51XNEAJ	<b>Networking in English</b>	KZ	4	0P+2C		PV
51XPJN	<b>German Language</b>	KZ	4	0P+3C		PV
51XPU	<b>Accounting</b>	KZ	4	2P+1C		PV
51XEPP	<b>Computer Presentations</b>	KZ	4	0P+3C	L	PV
51XPPP	<b>Computer Presentations</b>	KZ	4	0P+3C		PV
51XPPD	<b>Presentation Skills</b>	KZ	4	0P+3C		PV
51XPD	<b>Presentation Skills</b>	KZ	4	0P+3C	L	PV
51XPPMLG	<b>Operational Management and Logistics</b>	KZ	4	2P+1C		PV
51XPPT	<b>Industrial Technologies</b>	KZ	4	2P+1C		PV
51XPSMP	<b>HR Statistical Techniques</b>	KZ	4	2P+1C		PV
51XPNSMP	<b>HR Statistical Techniques</b>	Z,ZK	4	2P+1C		PV
51XSMR	<b>Statistical Methods for Decision Making</b>	KZ	4	2P+1C		PV
51XP1SMR	<b>Statistical Methods for Decision Making</b>	KZ	4	2P+1C		PV
51XP2SMR	<b>Statistical Methods for Decision Making</b>	KZ	4	2P+1C		PV
51XMOE	<b>The beginning formation the primary structures of international trade as part of the genesis of EU</b>	KZ	4	2P+0C		PV
51XPZS	<b>Healthy Lifestyle</b>	KZ	4	2P+1C		PV
51XZVK	<b>Basics of Visual Communication</b>	KZ	4	2P+0C		PV
51XZSO	<b>Health, Safety and Fire Prevention Principles</b>	KZ	4	2P+1C		PV
51XP2ZSO	<b>Health, Safety and Fire Prevention Principles</b>	KZ	4	2P+1C		PV
51XP3ZSO	<b>Health, Safety and Fire Prevention Principles</b>	KZ	4	2P+1C		PV
51XPZSO	<b>Health, Safety and Fire Prevention Principles</b>	KZ	4	2P+1C		PV
51XPJS	<b>Spanish Language</b>	KZ	4	0P+3C		PV

**Characteristics of the courses of this group of Study Plan: Code=PVP-B-PM OD 12/13 Name=PVP-B-PM prezen ní forma od 12/13**

51XBCCAJ	Business Correspondence and Communication	KZ	4
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand.			
51XDBM	Design and Brand Management	KZ	4
51XPDM	Grant Management	KZ	4
51XPNES	Economics Statistics	Z,ZK	4
51XPES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			

51XP2ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XP1ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XES	Economic Statistics	KZ	4
Students will learn to use tools of descriptive statistics, tools of regressive and corelation analyses, index analyses,time series analyses and other basic statistic tools.			
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XIP	Intercultural Psychology	KZ	4
Main world culture characteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted model of national cultures Etique and etiquet in intercultural management Charakteristics of selected national cultures and their comparison			
51XPKM	Knowledge Management	KZ	4
Knowledge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organizations .			
51XKMAJ	Knowledge Managemen in English Language	KZ	4
51XPLG	Logistics	KZ	4
This programme covers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their career in the field of controlling the production planning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact on the manufacturing process and on inventories; planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating it and making effective use of relevant tools, principles and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply chain design. This involves pinpointing the best location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure operations management in production, warehousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure process reliability. Production and logistic management is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software tools for enterprise resource planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle routing.			
51XMKV	Quality Management for Human Resources Managers	KZ	4
A systemic approach to ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical tools managing and improving quality. Requirements of international standard ISO 9001 ( the current version ) quality management systems . Types of audits in systems management , collaboration with certification and consulting companies. Preparation, implementation and evaluation of internal audit management system . Presentation of examples of established quality management systems . EFQM ( European Quality Award ) for quality assessment.			
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XNM	Material Science	KZ	4
History and present state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, deformation, recrystallization and fracture of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous metals.			
51XNEAJ	Networking in English	KZ	4
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
51XPJN	German Language	KZ	4
51XPU	Accounting	KZ	4
Accounting gives total overview about the creation, the content and the usage of financial information from financial reports on various levels in every company. This is, of course, the necessary base for understanding common financial terms and for daily work with them in all companies without regard of working position of the employee.			
51XEPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and experience of the audience. Students will learn to apply modern didactic techniques in their presentations.			
51XPPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and experience of the audience. Students will learn to apply modern didactic techniques in their presentations.			
51XPPD	Presentation Skills	KZ	4
51XPD	Presentation Skills	KZ	4
Students will learn how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, students will develop their own presentation skills. Students will present their skills using videot techniques and get feedback, "peer-review".			
51XPPMLG	Operational Management and Logistics	KZ	4
Problem areas include: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of improving productivity, recent trends for logistical systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the manufacturing business plan, decision making in production management, using forecast information in production system, value analysis introduction, processes of manufacturing standardization , material resources and capacity planning, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises. Each student is required to complete the terminal assignment.			
51XPPT	Industrial Technologies	KZ	4
51XPSMP	HR Statistical Techniques	KZ	4
The subject ?Statistical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests.			
51XPNSMP	HR Statistical Techniques	Z,ZK	4
The Bc course in Statistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design od experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.			

51XSMR	Statistical Methods for Decision Making	KZ	4
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XPZS	Healthy Lifestyle	KZ	4
51XZVK	Basics of Visual Communication	KZ	4
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.	KZ	4
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPJS	Spanish Language	KZ	4

### List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.	Z	4
04BJA2	English Language 2 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology&Communication Skills as well as grammar on the given language level. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.	Z	4
04BJA3	English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.	Z	4
04BJA4	English Language 4 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.	Z,ZK	6
51DHS	Mental Health and Stress	Z	4
51DTB	Online Information Retrieval and the Work with Electronic Information Resources This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuable scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of citation ethics and citation practice incl. citing and creating reference lists.	KZ	4
51FGR	Financial Literacy	KZ	2
51G	Globalization The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization on integration processes, economic environment and personal liberty.	Z,ZK	6
51ITPG	Information Technology and Computer Literacy Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.	Z,ZK	2
51LRT	Leadership and Talent Management Leadership and Talent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Comparative analysis of methods for managing key competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management thereof and facilitation, a tool that supports teamwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energization and synergetic effects. Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's key goals.	Z,ZK	4
51MK	Marketing The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.	Z,ZK	6
51NTP	New Trends in HR Management The course deals with the theoretical foundations and practical use of trends in personnel management.	Z,ZK	6
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51PBP	Project of Bachelor Thesis Projekt of bachelor's degree paper will particularly include paper topic, topics specialization, explanation, further concretization; theoretic basis - survey of literature; paper structure; research problem formulation and design, literature and sources analyses; paper goalse (structure of the goals and their appicability);hypothesis formulation (main hypothesis, partial hypotheses); empiric survey; sample research (e.g. respondents and their analyses); time table of each work periods; plan and consultations with tutor etc.	Z	6

51PIS	Human Resource Information Systems	Z	4
The course enables students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, required by employers to fulfill the obligations arising from legislation and to ensure human resource management in the organization.			
51PM	HR Management	Z,ZK	4
As part of corporate management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising people and interlinking their work, as well as exploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company and their colleagues, personal satisfaction they get out of their work and various aspects of personal and social development.			
51PP1	Law and Business 1	Z,ZK	4
Subject of course Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consequences -employment and its regulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and safety			
51PP2	Law and Business 2	Z,ZK	4
Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), entrepreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies			
51PPO	Work and Organizational Psychology	Z,ZK	6
Course Psychology of work and organization contains the following: theory, research and practices in psychology of work, individual differences among people and their relationship to work behaviour, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, employees evaluation, analysis and modification of work behaviour, work motivation, psychological aspects of personnel training, work under pressure. Basic terminology.			
51PR	Project Management	Z,ZK	6
The basics of the project management-based approach to complex corporate processes, including analysis of initial preconditions for a successful project, integration of basic structural, technological, managerial and economic knowledge, all this based on network analysis. The course deals with the stages of project planning, implementation and evaluation, including responses to unplanned requirements and project risks. Field examples and analysis of field case studies.			
51PV	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
51RKD	Rhetoric and Communications Skills	Z,ZK	6
Rhetoric and Communication Skills provides an insight into rhetorical skills, voice & breath management, understandable articulation/pronunciation, speech speed and phrasing. The curriculum includes verbal communication practise based on pre-prepared and impromptu presentations, methods of developing rhetorical skills, target audience identification, preparation and types of speeches and language creativity. The course lays the foundations for effective communication training that is then followed up in Social Psychology-related courses.			
51RLZ	Human Resources Management	Z,ZK	4
Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.			
51S	Sociology	Z,ZK	6
Content of the course is focused especially on the following topics: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.			
51SOP	Social Psychology	Z,ZK	6
51SRL	Strategic Human Resource Management and Development	Z,ZK	6
Strategic HR Management and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum management of HR education and development and subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative development and use of such knowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's competitiveness.			
51TBP	Bachelor Thesis	Z	8
Realization of the project of Bachelor's degree paper conditions concretization, particularly: paper topic, explanation and application; teoretical basis, analyses of teoretical sources; paper structure; formulation of research problem incl. literature analysis; final goals; hypothesis formulation); empirical part(e.g. survey, test, sociometry etc.); research sample (e.g. respondents); timetable of each part realization; plan a consultations with the tutor; final version, including required enclosures (the Universities Act, Internal Czech Technical University Regulations); Bachelor's paper submitment and defence. Presentation preparation			
51TV1	Physical Education 1	Z	0
51TV2	Physical Education 2	Z	0
51UE	Introduction to Economics	Z,ZK	6
The course is focused on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economics according to so called macroeconomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions.			
51UM	Introduction to Mathematics	Z,ZK	4
51UV	Introduction to University Studies	Z	4
Content of the subject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject: Part 1 - adaptation, Part 2. - ways of studying at universities, Part 3 - education and self-education.			
51VC	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			
51XBCCAJ	Business Correspondence and Communication	KZ	4
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand.			
51XDBM	Design and Brand Management	KZ	4
51XEPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and experience of the audience. Students will learn to apply modern didactic techniques in their presentations.			



51XES	Economic Statistics	KZ	4
Students will learn to use tools of descriptive statistics, tools of regressive and correlation analyses, index analyses, time series analyses and other basic statistic tools.			
51XIP	Intercultural Psychology	KZ	4
Main world culture characteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted model of national cultures Etique and etiquet in intercultural management Characteristics of selected national cultures and their comparison			
51XKMAJ	Knowledge Managemen in English Language	KZ	4
51XMKV	Quality Management for Human Resources Managers	KZ	4
A systemic approach to ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical tools managing and improving quality. Requirements of international standard ISO 9001 ( the current version ) quality management systems . Types of audits in systems management , collaboration with certification and consulting companies. Preparation, implementation and evaluation of internal audit management system . Presentation of examples of established quality management systems . EFQM ( European Quality Award ) for quality assessment.			
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XNEAJ	Networking in English	KZ	4
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
51XNM	Material Science	KZ	4
History and present state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, deformation, recrystallization and fracture of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous metals.			
51XP1ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XP2ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles	KZ	4
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPD	Presentation Skills	KZ	4
Students will learn how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, students will develop their own presentation skills. Students will present their skills using videot techniques and get feedback, "peer-review".			
51XPDM	Grant Management	KZ	4
51XPES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XPJN	German Language	KZ	4
51XPJS	Spanish Language	KZ	4
51XPKM	Knowledge Management	KZ	4
Knowledge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organizations .			
51XPLG	Logistics	KZ	4
This programme covers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their career in the field of controlling the production planning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact on the manufacturing process and on inventories; planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating it and making effective use of relevant tools, principles and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply chain design. This involves pinpointing the best location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure operations management in production, warehousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure process reliability. Production and logistic management is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software tools for enterprise resource planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle routing.			
51XPNES	Economics Statistics	Z,ZK	4
51XPNSMP	HR Statistical Techniques	Z,ZK	4
The Bc course in Statistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design od experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.			
51XPPD	Presentation Skills	KZ	4
51XPPMLG	Operational Management and Logistics	KZ	4
Problem areas include: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of improving productivity, recent trends for logistical systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the manufacturing business plan, decision making in production management, using forecast information in production system, value analysis introduction, processes of manufacturing standardization, material resources			

and capacity planning, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises.  
Each student is required to complete the terminal assignment.

51XPPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and experience of the audience. Students will learn to apply modern didactic techniques in their presentations.			
51XPPT	Industrial Technologies	KZ	4
51XPSMP	HR Statistical Techniques	KZ	4
The subject ?Statistical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests.			
51XPU	Accounting	KZ	4
Accounting gives total overview about the creation, the content and the usage of financial information from financial reports on various levels in every company. This is, of course, the necessary base for understanding common financial terms and for daily work with them in all companies without regard of working position of the employee.			
51XPZS	Healthy Lifestyle	KZ	4
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XSMR	Statistical Methods for Decision Making	KZ	4
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XZVK	Basics of Visual Communication	KZ	4
51ZPM	Basics of Business Management	Z,ZK	6

For updated information see <http://bilakniha.cvut.cz/en/FF.html>

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