

Study plan

Name of study plan: B-EK-prez.forma od 15/16

Faculty/Institute/Others:

Department: Department of Economic Studies

Branch of study guaranteed by the department: Management and Economy of an Industrial Enterprise

Garantor of the study branch: doc. RNDr. Ing. Hana Scholleová, Ph.D.

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: 146

The role of the block: Z

Code of the group: 1.S.BEK-P OD 15/16

Name of the group: 1.s.BEK-od 15/16 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 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 Monika H eba ková, Eva Císlerová Eva Císlerová (Gar.)	Z	4	0P+4C		z
51ITP	Information Technology and Computer Literacy	Z,ZK	4	0P+3C	Z	z
16MATH1	Mathematics	Z,ZK	6	2P+2C		z
16MI1	Microeconomics	Z,ZK	4	0P+2C		z
51PSY	Psychology	Z,ZK	6	3P+1C		z
TV1	Physical Education	Z	0	0+2	Z	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=1.S.BEK-P OD 15/16 Name=1.s.BEK-od 15/16 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.						
51ITP	Information Technology and Computer Literacy				Z,ZK	4
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.						
16MATH1	Mathematics				Z,ZK	6
16MI1	Microeconomics				Z,ZK	4
The course introduces the tools and problems of microeconomic analysis on a basic level.						
51PSY	Psychology				Z,ZK	6
TV1	Physical Education				Z	0
51ZPM	Basics of Business Management				Z,ZK	6

Code of the group: 2.S.BEK-P OD 15/16

Name of the group: 2.s.BEK-od 15/16 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 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
04BJA2	English Language 2	Z	4	0P+4C		z
16MATH2	Applied Mathematics	Z,ZK	6	2P+2C		z
16MA1	Macroeconomics	Z,ZK	4	0P+2C		z
51PE	Business Economics Hana Scholleová	Z,ZK	6	2P+2C	L	z
51PP1	Law and Business 1	Z,ZK	4	2P+1C	L	z
51S	Sociology	Z,ZK	6	2P+2C	L	z
TV2	Physical Education	Z	0	0+2	L	z

Characteristics of the courses of this group of Study Plan: Code=2.S.BEK-P OD 15/16 Name=2.s.BEK-od 15/16 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.					
16MATH2	Applied Mathematics			Z,ZK	6
16MA1	Macroeconomics			Z,ZK	4
The course introduces the tools and problems of macroeconomic analysis on a basic level.					
51PE	Business Economics			Z,ZK	6
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.					
TV2	Physical Education			Z	0

Code of the group: 3.S.BEK-P OD 16/17

Name of the group: 3.s.BEK od 16/17 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 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
U63C9907	Financial Literacy Hana Scholleová	KZ	4	2P+1C		z
U65C9902	Law and Business 2	Z,ZK	4	2P+1C		z
U63C3101	Statistics 1 Tomáš Macák, Elena íhová, Pavla Vozárová Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C		z
U77C9901	Online information retrieval and the work with electronic information resources	KZ	2	1P+1C		z
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4	2P+0C		z
U63C3301	Accounting Dagmar Charvátová, Dagmar ámská, Ji í Strouhal Ji í Strouhal (Gar.)	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 16/17 Name=3.s.BEK od 16/17 prezen ní forma

U63C9907	Financial Literacy			KZ	4
Subject Financial literacy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but also businesses, communities and the state.					
U65C9902	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 -insurance 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					
U63C3101	Statistics 1			Z,ZK	6
U77C9901	Online information retrieval and the work with electronic information resources			KZ	2
U77C9902	Fundamentals of Mechanical Engineering			Z,ZK	4

U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			

Code of the group: 4.S.BEK-P OD 16/17

Name of the group: 4.s.BEK od 16/17 prezen ní forma

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 5 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	z
U16C9902	Operational Management and Logistics	KZ	4	2P+1C	L	z
U63C4101	Statistics 2 Tomáš Macák, Elena íhová Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C	L	z
U63C9908	Enterprise Information Systems	Z,ZK	4	2P+1C	L	z
U16C9903	Human Resources Management	Z,ZK	6	2P+2C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-P OD 16/17 Name=4.s.BEK od 16/17 prezen ní forma

U16C9904	Globalization	Z,ZK	4
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.			
U16C9902	Operational Management and Logistics	KZ	4
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
U63C9908	Enterprise Information Systems	Z,ZK	4
The aim of the course is to teach students how to analyze the value processes within the company in its various departments and between departments. Aspect bodies represent departmental budgets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting continuity to financial accounting. The issue of internal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full and variable costing. Integrating enterprise information systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a generic costing breakdown of costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.			
U16C9903	Human Resources Management	Z,ZK	6
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.			

Code of the group: 5.S.BEK-P OD 17/18

Name of the group: 5.s.BEK od 17/18 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
U16C9905	Quality Management	Z,ZK	4	2P+1C		z
U16C2401	Marketing Petra Králová, Bohumír Št dro Bohumír Št dro Bohumír Št dro (Gar.)	Z,ZK	6	2P+2C	Z,L	z
U63C5101	Operational Research Pavla Ko átková Stránská, Hana Scholleová, Jana Kraj ová Hana Scholleová Pavla Ko átková Stránská (Gar.)	Z,ZK	6	2P+2C	Z,L	z
U63C4302	Corporate Financial Management Hana Scholleová, Karel Šteker Hana Scholleová Hana Scholleová (Gar.)	Z,ZK	6	2P+2C		z
U00C9901	Project of Bachelor Thesis Hana Scholleová Hana Scholleová Hana Scholleová (Gar.)	Z	2	1P+0C		z
U16C9906	Project Management Lenka Švecová	Z,ZK	6	2P+2C	Z	z

Characteristics of the courses of this group of Study Plan: Code=5.S.BEK-P OD 17/18 Name=5.s.BEK od 17/18 prezen ní forma

U16C9905	Quality Management	Z,ZK	4
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U16C2401	Marketing	Z,ZK	6
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.			
U63C5101	Operational Research	Z,ZK	6
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U00C9901	Project of Bachelor Thesis	Z	2
The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.			
U16C9906	Project Management	Z,ZK	6
The aim of this subject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and actual know how for practicing project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.			

Code of the group: 6.S. BEK-P OD 17/18

Name of the group: BEK povinné p edm ty 6.s. od 17/18

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6

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
U00C6101	Bachelor Thesis Hana Scholleová Hana Scholleová Hana Scholleová (Gar.)	Z	6	0P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=6.S. BEK-P OD 17/18 Name=BEK povinné p edm ty 6.s. od 17/18

U00C6101	Bachelor Thesis	Z	6
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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-BEK 6.S.OD17/18

Name of the group: BEK PVP 6. semestr od 17/18

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 at least 4 courses (at most 8)

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety and Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
U04E0202	Business Correspondence Hana Pavelková Monika H eba ková Hana Pavelková (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility Dagmar Charvátová, Zuzana Dvo áková Zuzana Dvo áková Zuzana Dvo áková (Gar.)	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking Martin Štefl Monika H eba ková Martin Štefl (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-cultural Management Galina Ostapenko Galina Ostapenko Galina Ostapenko (Gar.)	Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management Petr Št pánek Petr Št pánek Petr Št pánek (Gar.)	ZK	3	2P+0C		PV
U65C6101	Grant Management Petr Št pánek Petr Št pánek (Gar.)	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers Lenka Švecová Lenka Švecová Lenka Švecová (Gar.)	ZK	3	2P+0C	L	PV
U51C5401	Leadership and Employee Education Michaela Tureckiová Michaela Tureckiová Michaela Tureckiová (Gar.)	Z,ZK	6	2P+2C		PV

U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
U16C6104	Small and Medium Business	ZK	3	0P+2C		PV
U63C5302	Managerial Tools and Calculations <i>Martin Zralý Martin Zralý Martin Zralý (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research <i>Elena íhová, Petra Králová, Blanka Jirkovská Petra Králová Petra Králová (Gar.)</i>	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English <i>Martin Štefl, Francis Patrick Kapila Monika H eba ková Martin Štefl (Gar.)</i>	ZK	3	0P+2C	Z,L	PV
U65C5301	Labor Law <i>Hana Scholleová, Ludmila Lochmanová Hana Scholleová Ludmila Lochmanová (Gar.)</i>	ZK	3	2P+0C		PV
U04E0203	Presentation Skills <i>Monika H eba ková, Irena Petra Nováková Eugenie Rinnová Monika H eba ková (Gar.)</i>	ZK	3	0P+2C	Z,L	PV
U16C6102	Presentation Skills <i>Svatava Švihlíková Svataava Švihlíková Svataava Švihlíková (Gar.)</i>	Z	3	0P+2C		PV
U65C6301	Legal Aspects of Consumer Protection <i>Hana Scholleová, Ludmila Lochmanová Hana Scholleová Ludmila Lochmanová (Gar.)</i>	ZK	3	2P+0C		PV
U16E0501	Talent Management <i>Miloš Krej í Miloš Krej í Miloš Krej í (Gar.)</i>	Z,ZK	6	0P+4C		PV
U88E0201	Selected Business Management Issues A-1	ZK	6	2P+2C	Z,L	PV
U88E0202	Selected Business Management Issues A-2	ZK	6	2P+2C	Z,L	PV
U88E0203	Selected Business Management Issues B-1 <i>Radovan Ka ín Radovan Ka ín Radovan Ka ín (Gar.)</i>	ZK	3	0P+2C	Z,L	PV
U88E0204	Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	PV
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3	2P+0C	L	PV
U88E0205	Foreign Experience <i>Jan Vlachý Jan Vlachý Jan Vlachý (Gar.)</i>	Z	6	0P+4C		PV
U63C4303	Accounting in the Czech Republic <i>Ji í Strouhal Ji í Strouhal (Gar.)</i>	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=PVP-BEK 6.S.OD17/18 Name=BEK PVP 6. semestr od 17/18

U16C5302	Workplace Health, Safety and Fire Prevention 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.	ZK	3		
U04E0202	Business Correspondence 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.	ZK	3		
U16E0101	Corporate Social Responsibility The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.	Z,ZK	6		
U04E0204	Critical Thinking The primary objective of the course is to become familiar with the essentials of correct argumentation and improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.	ZK	3		
U16E0102	Cross-cultural Management	Z,ZK	6		
U16C5402	Design and Brand Management	ZK	3		
U65C6101	Grant Management	ZK	3		
U16C6101	Etiquette for Managers Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.	ZK	3		
U51C5401	Leadership and Employee Education The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.	Z,ZK	6		
U63C0201	Macroeconomic Analysis	ZK	3		
U16C6104	Small and Medium Business	ZK	3		
U63C5302	Managerial Tools and Calculations The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students work in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.	Z,ZK	6		

U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U04E0201	Networking in English	ZK	3
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 (personal branding, 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.			
U65C5301	Labor Law	ZK	3
U04E0203	Presentation Skills	ZK	3
Focusing on the practical and authentic speaking, listening and presentation activities, the aim of the course is to systematically develop and consolidate the students' language skills and presentation and communication strategies in English. The course is aimed at intermediate and upper-intermediate level.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			
U65C6301	Legal Aspects of Consumer Protection	ZK	3
U16E0501	Talent Management	Z,ZK	6
The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3
U88E0205	Foreign Experience	Z	6
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			

Code of the group: PVP-B-EK 5.S.OD17/18

Name of the group: PVP-B-EK 5. semestr od 17/18 prezen ní forma

Requirement credits in the group:

Requirement courses in the group:

Credits in the group: 0

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
U88E0101	Current Issues in Business from a V4 Perspective <i>Jan Vlachý</i>	KZ	6	4P+0C		PV
U77C0005	Selected Industrial Technologies <i>Hana Scholleová</i>	ZK	3	2P+0C	*	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-B-EK 5.S.OD17/18 Name=PVP-B-EK 5. semestr od 17/18 prezen ní forma

U88E0101	Current Issues in Business from a V4 Perspective	KZ	6
he course, organized in five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multidisciplinary approach, introducing and developing particular advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with international as well as regional-specific insights.			
U77C0005	Selected Industrial Technologies	ZK	3

Name of the block: Jazyky

Minimal number of credits of the block: 10

The role of the block: J

Code of the group: 3.S.BEK-JAZ.OD 16/17

Name of the group: 3.s.BEK-cizí jazyk od 16/17

Requirement credits in the group: In this group you have to gain 4 credits

Requirement courses in the group: In this group you have to complete at least 1 course (at most 2)

Credits in the group: 4

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
U04L9903	English Language 3 <i>Eugenie Rinnová</i>	Z	4	0P+4C		J
U04L9904	English Language 3-1 <i>Eugenie Rinnová</i>	Z	2	0P+2C		J
U04L9906	French Language 3-1 <i>Eugenie Rinnová</i>	Z	2	0P+2C		J
U04L9905	German Language 3-1 <i>Eugenie Rinnová</i>	Z	2	0P+2C		J
U04L9907	Russian Language 3-1 <i>Eugenie Rinnová</i>	Z	2	0P+2C		J
U04L9908	Spanish Language 3-1 <i>Eugenie Rinnová</i>	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-JAZ.OD 16/17 Name=3.s.BEK-cizí jazyk od 16/17

U04L9903	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.						
U04L9904	English Language 3-1	Z	2			
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.						
U04L9906	French Language 3-1	Z	2			
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.						
U04L9905	German Language 3-1	Z	2			
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.						
U04L9907	Russian Language 3-1	Z	2			
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/false beginners..						
U04L9908	Spanish Language 3-1	Z	2			
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/false beginners..						

Code of the group: 4.S.BEK-JAZ.OD 16/17

Name of the group: 4.s.BEK-cizí jazyk od 16/17

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete at least 1 course (at most 2)

Credits in the group: 6

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
U04L4101	English Language 4 <i>Monika Hebková, Eva Císlerová, Hana Pavelková, Martin Štefl, Francis Patrick Kapla, Eugenie Rinnová, Callum James Eade, David Carroll Mcdonnell, Lenka Nemečková, Monika Hebková (Gar.)</i>	Z,ZK	6	0P+4C	L	J
U04L9909	English Language 4-1 <i>Eugenie Rinnová</i>	Z,ZK	4	0P+2C	L	J
U04L9911	French Language 4-1 <i>Jana Zvínová</i>	Z	2	0P+2C	L	J
U04L9910	German Language 4-1	Z	2	0P+2C	L	J
U04L9912	Russian Language 4-1 <i>Jana Zvínová</i>	Z	2	0P+2C	L	J
U04L9913	Spanish Language 4-1 <i>Jana Zvínová</i>	Z	2	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ.OD 16/17 Name=4.s.BEK-cizí jazyk od 16/17

U04L4101	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.						
U04L9909	English Language 4-1	Z,ZK	4			

U04L9911	French Language 4-1	Z	2
U04L9910	German Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2
U04L9913	Spanish Language 4-1	Z	2

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
16MA1	Macroeconomics The course introduces the tools and problems of macroeconomic analysis on a basic level.	Z,ZK	4
16MATH1	Mathematics	Z,ZK	6
16MATH2	Applied Mathematics	Z,ZK	6
16MI1	Microeconomics The course introduces the tools and problems of microeconomic analysis on a basic level.	Z,ZK	4
51ITP	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	4
51PE	Business Economics	Z,ZK	6
51PP1	Law and Business 1 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	Z,ZK	4
51PSY	Psychology	Z,ZK	6
51S	Sociology 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.	Z,ZK	6
51ZPM	Basics of Business Management	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C6101	Bachelor Thesis	Z	6
U00C9901	Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.	Z	2
U04E0201	Networking in English 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 (personal branding, 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.	ZK	3
U04E0202	Business Correspondence 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.	ZK	3
U04E0203	Presentation Skills Focusing on the practical and authentic speaking, listening and presentation activities, the aim of the course is to systematically develop and consolidate the students' language skills and presentation and communication strategies in English. The course is aimed at intermediate and upper-intermediate level.	ZK	3
U04E0204	Critical Thinking The primary objective of the course is to become familiar with the essentials of correct argumentation and improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.	ZK	3
U04L4101	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

U04L9903	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.			
U04L9904	English Language 3-1	Z	2
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.			
U04L9905	German Language 3-1	Z	2
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
U04L9906	French Language 3-1	Z	2
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
U04L9907	Russian Language 3-1	Z	2
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/false beginners..			
U04L9908	Spanish Language 3-1	Z	2
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/false beginners..			
U04L9909	English Language 4-1	Z,ZK	4
U04L9910	German Language 4-1	Z	2
U04L9911	French Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2
U04L9913	Spanish Language 4-1	Z	2
U16C2401	Marketing	Z,ZK	6
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.			
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
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.			
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal and para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self evaluation, "peer-review" and lecturer comments.			
U16C6104	Small and Medium Business	ZK	3
U16C9902	Operational Management and Logistics	KZ	4
U16C9903	Human Resources Management	Z,ZK	6
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.			
U16C9904	Globalization	Z,ZK	4
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.			
U16C9905	Quality Management	Z,ZK	4
U16C9906	Project Management	Z,ZK	6
The aim of this subject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and actual know how for practicing project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.			
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
U16E0102	Cross-cultural Management	Z,ZK	6
U16E0501	Talent Management	Z,ZK	6
The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			

U63C0201	Macroeconomic Analysis	ZK	3
U63C3101	Statistics 1	Z,ZK	6
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			
U63C5101	Operational Research	Z,ZK	6
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.			
U63C5302	Managerial Tools and Calculations	Z,ZK	6
The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students work in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.			
U63C9907	Financial Literacy	KZ	4
Subject Financial literacy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but also businesses, communities and the state.			
U63C9908	Enterprise Information Systems	Z,ZK	4
The aim of the course is to teach students how to analyze the value processes within the company in its various departments and between departments. Aspect bodies represent departmental budgets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting continuity to financial accounting. The issue of internal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full and variable costing. Integrating enterprise information systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a generic costing breakdown of costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.			
U65C5301	Labor Law	ZK	3
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
U65C9902	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			
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C9901	Online information retrieval and the work with electronic information resources	KZ	2
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6
The course, organized in five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multidisciplinary approach, introducing and developing particular advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with international as well as regional-specific insights.			
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

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

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