

Study plan

Name of study plan: B-EK-prez.forma od 16/17

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: 114

The role of the block: Z

Code of the group: 1.S.BEK-P OD 16/17

Name of the group: 1.s.BEK od 16/17 prezenční forma

Requirement credits in the group: In this group you have to gain 27 credits

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

Credits in the group: 27

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
U04L1101	English Language 1 Eva Císlarová, Pavlína Vondráčková, Hana Pavelková, Martin Štefl, Halka Varhaníková, Ilona Podolyan, Hana Slabyhoudková, Francis Patrick Kapila, Irena Petra Nováková, Eugenie Rinnová Hana Pavelková (Gar.)	Z	6	0P+4C	Z	z
U63C1401	Informatics Petr Svoboda, Pavel Andres Pavel Andres Pavel Andres (Gar.)	ZK	3	0P+2C	Z	z
U63C1101	Mathematics 1 Václav Mácha, Richard Horský, Ivo Moll Ivo Moll Ivo Moll (Gar.)	Z,ZK	6	2P+2C		z
U63C1301	Business Economics Hana Scholleová, Dagmar Charvátová, Renáta Myšková Hana Scholleová Hana Scholleová (Gar.)	Z,ZK	6	2P+2C		z
TV1	Physical Education	Z	0	0+2	Z	z
U16C1101	Management Basics Jaromír Veber, Svatava Švihlíková, Lucie Plzáková Lenka Švecová Jaromír Veber (Gar.)	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEK-P OD 16/17 Name=1.s.BEK od 16/17 prezenční forma

U04L1101	English Language 1			Z	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.					
U63C1401	Informatics			ZK	3
U63C1101	Mathematics 1			Z,ZK	6
U63C1301	Business Economics			Z,ZK	6
The course focuses on the basic elements and relationships within the enterprise economy. The company is situated in a the context of the basic economic environment. Explains the sense of interdependence and essential business information systems. Further targets at the tactical and operational management, particularly focusing on managing costs and revenues from a managerial point of view. The work elaborates operating budgets, calculate the cost of products, introduction to business accounting for the needs of the manager. When teaching uses prepared case studies and techno-economic models.					
TV1	Physical Education			Z	0
U16C1101	Management Basics			Z,ZK	6

Code of the group: 2.S.BEK-P OD 16/17

Name of the group: 2.s.BEK od 16/17 prezenční 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 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
U04L2101	English Language 2 Eva Císlarová, Hana Pavelková, Martin Štefl, Halka Varhaníková, Ilona Podolyan, Hana Slabyhoudková, Francis Patrick Kapila, Irena Petra Nováková, Zuzana Chvatíková, Monika Hřebačková (Gar.)	Z	6	0P+4C	L	Z
U16C2301	Logistics Edvard Březina Edvard Březina Edvard Březina (Gar.)	ZK	3	2P+0C	L	Z
U51C2301	Managerial Psychology Lenka Emrová, Lenka Mynaříková Lenka Emrová Lenka Emrová (Gar.)	ZK	3	1P+1C	L	Z
U16C2401	Marketing Petra Králová, Bohumír Štědroň Bohumír Štědroň Bohumír Štědroň (Gar.)	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2 Václav Mächa, Richard Horský, Ivo Moll Ivo Moll Ivo Moll (Gar.)	Z,ZK	6	2P+2C	L	Z
U16C2201	Project Management Lenka Švecová	ZK	3	1P+1C	L	Z
U65C2301	Law Hana Scholleová, Ludmila Lochmanová Hana Scholleová Hana Scholleová (Gar.)	ZK	3	2P+0C	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 16/17 Name=2.s.BEK od 16/17 prezenční forma

U04L2101	English Language 2	Z	6	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.		
U16C2301	Logistics	ZK	3			
U51C2301	Managerial Psychology	ZK	3	The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.		
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.		
U63C2101	Mathematics 2	Z,ZK	6			
U16C2201	Project Management	ZK	3			
U65C2301	Law	ZK	3	The subject Law is focused on familiarizing the students with basics of law and the basic knowledge of the branches of law in order to enable the students to subsequently study corporate law in bigger detail. The corporate law will be the focus of the lectures during a significant part of the semester.		
TV2	Physical Education	Z	0			

Code of the group: 3.S.BEK-P OD 17/18

Name of the group: 3.s.BEK od 17/18 prezenční forma

Requirement credits in the group: In this group you have to gain 21 credits

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

Credits in the group: 21

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
U63C3401	Information Systems and Design Jiří Kaiser Jiří Kaiser Jiří Kaiser (Gar.)	ZK	3	1P+1C	Z	Z
U63C3201	Microeconomics Robin Maialeh, Vít Pošta, Jana Krajčová, Markéta Šumpíková Hana Scholleová Vít Pošta (Gar.)	ZK	3	2P+0C	Z	Z

U63C3101	Statistics 1 <i>Tomáš Macák, Elena Říhová, Pavla Vozárová Tomáš Macák Tomáš Macák (Gar.)</i>	Z,ZK	6	2P+2C		z
U63C3301	Accounting <i>Dagmar Charvátová, Dagmar Čámská, Jiří Strouhal Jiří Strouhal (Gar.)</i>	Z,ZK	6	2P+2C		z
U16C3501	Human Resources Management <i>Martin Šikýř Martin Šikýř Martin Šikýř (Gar.)</i>	ZK	3	2P+0C	Z	z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 17/18 Name=3.s.BEK od 17/18 prezenční forma

U63C3401	Information Systems and Design Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.	ZK	3			
U63C3201	Microeconomics	ZK	3			
U63C3101	Statistics 1	Z,ZK	6			
U63C3301	Accounting 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.	Z,ZK	6			
U16C3501	Human Resources Management 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.	ZK	3			

Code of the group: 6.S.BEK OD 18/19

Name of the group: 6. semestr BEK od 18/19 povinné předměty

Requirement credits in the group: In this group you have to gain 9 credits

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

Credits in the group: 9

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
U00C6101	Bachelor Thesis <i>Hana Scholleová Hana Scholleová Hana Scholleová (Gar.)</i>	Z	6	0P+0C	L	z
U16C6301	Quality Management <i>Jaromír Veber Jaromír Veber Jaromír Veber (Gar.)</i>	ZK	3	1P+1C	L	z

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK OD 18/19 Name=6. semestr BEK od 18/19 povinné předměty

U00C6101	Bachelor Thesis	Z	6			
U16C6301	Quality Management	ZK	3			

Code of the group: 4.S. BEK-P OD 17/18

Name of the group: BEK povinné předměty 4. semestr od 17/18

Requirement credits in the group: In this group you have to gain 18 credits

Requirement courses in the group: In this group you have to complete 4 courses

Credits in the group: 18

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
U00C4101	How to Write Thesis <i>Hana Scholleová Hana Scholleová Hana Scholleová (Gar.)</i>	Z	3	2P+0C		z
U63C4201	Macroeconomics <i>Robin Maialeh, Vít Pošta, Petr Makovský Robin Maialeh Vít Pošta (Gar.)</i>	ZK	3	2P+0C		z
U63C4302	Corporate Financial Management <i>Hana Scholleová, Karel Šteker Hana Scholleová Hana Scholleová (Gar.)</i>	Z,ZK	6	2P+2C		z
U63C4101	Statistics 2 <i>Tomáš Macák, Elena Říhová Tomáš Macák Tomáš Macák (Gar.)</i>	Z,ZK	6	2P+2C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S. BEK-P OD 17/18 Name=BEK povinné předměty 4. semestr od 17/18

U00C4101	How to Write Thesis	Z	3			
U63C4201	Macroeconomics	ZK	3			
U63C4302	Corporate Financial Management 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.	Z,ZK	6			

U63C4101	Statistics 2	Z,ZK	6
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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.

Code of the group: 5.S. BEK OD 18/19

Name of the group: 5. semestr BEK povinné předměty od 18/19

Requirement credits in the group: In this group you have to gain 9 credits

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

Credits in the group: 9

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
U63C5301	Financial and Tax Environment <i>Hana Scholleová, Elena Říhová, Jiří Strouhal, Irena Jindřichovská, Petra Jílková</i> Hana Scholleová Jiří Strouhal (Gar.)	ZK	3	2P+0C		Z
U63C5101	Operational Research <i>Hana Scholleová, Jana Krajčová, Pavla Kořátková Stránská</i> Hana Scholleová Pavla Kořátková Stránská (Gar.)	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=5.S. BEK OD 18/19 Name=5. semestr BEK povinné předměty od 18/19

U63C5301	Financial and Tax Environment	ZK	3
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.

Name of the block: Povinné předměty zaměření

Minimal number of credits of the block: 24

The role of the block: PZ

Code of the group: 5.S. BEK-SP OD 18/19

Name of the group: 5. semestr BEK předměty specializace od 18/19

Requirement credits in the group: In this group you have to gain 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 3)

Credits in the group: 12

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
U16C5302	Workplace Health, Safety and Fire Prevention <i>Josef Pros Josef Pros Josef Pros (Gar.)</i>	ZK	3	2P+0C		PZ
U16C5402	Design and Brand Management <i>Petr Štěpánek Petr Štěpánek Petr Štěpánek (Gar.)</i>	ZK	3	2P+0C		PZ
U51C5401	Leadership and Employee Education <i>Michaela Tureckiová Michaela Tureckiová Michaela Tureckiová (Gar.)</i>	Z,ZK	6	2P+2C		PZ
U63C5302	Managerial Tools and Calculations <i>Martin Zralý Martin Zralý Martin Zralý (Gar.)</i>	Z,ZK	6	2P+2C		PZ
U16C5401	Marketing Research <i>Petra Králová, Elena Říhová, Blanka Jirkovská</i> Petra Králová Petra Králová (Gar.)	Z,ZK	6	2P+2C	*	PZ
U65C5301	Labor Law <i>Hana Scholleová, Ludmila Lochmanová</i> Hana Scholleová Ludmila Lochmanová (Gar.)	ZK	3	2P+0C		PZ
U65C6301	Legal Aspects of Consumer Protection <i>Hana Scholleová, Ludmila Lochmanová</i> Hana Scholleová Ludmila Lochmanová (Gar.)	ZK	3	2P+0C		PZ
U63C5402	Jiří Kaiser Jiří Kaiser (Gar.)	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=5.S. BEK-SP OD 18/19 Name=5. semestr BEK předměty specializace od 18/19

U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
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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.

U16C5402	Design and Brand Management	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
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 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.	Z,ZK	6
U65C5301	Labor Law	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
U63C5402	Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.	Z,ZK	6

Code of the group: 6.S.BEK-SP OD 18/19

Name of the group: 6. semestr BEK od 18/19 předměty specializace

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
U63C6301	Jiří Strouhal	Z,ZK	6	2P+2C		PZ
U16C6501	Communication and Managerial Skills Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PZ
U16C6401	Online Marketing Petra Jílková Petra Jílková Petra Jílková (Gar.)	Z,ZK	6	2P+2C	L	PZ
U63C6401	Hana Scholleová Hana Scholleová Hana Scholleová (Gar.)	Z,ZK	6	2P+2C	L	PZ

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK-SP OD 18/19 Name=6. semestr BEK od 18/19 předměty specializace

U63C6301	Module is focused on direct and indirect taxation from the corporate perspective.	Z,ZK	6
U16C6501	Communication and Managerial Skills	Z,ZK	6
U16C6401	Online Marketing The aim of the subject is to clarify the influence of the modern IT systems and communications technology as growing tools of relationship marketing in the online space. Students attending this class will be aware of the e-commerce principles and online marketing including e-business, e-procurement and B2B and B2C marketing.	Z,ZK	6
U63C6401		Z,ZK	6

Code of the group: 4.S.BEK-SP OD 17/18

Name of the group: BEK předměty specializace 4.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
U63C4401	Managerial Informatics Jiří Kaiser Jiří Kaiser Jiří Kaiser (Gar.)	Z,ZK	6	0P+4C		PZ
U16C4401	Marketing applications Petra Králová Petra Králová Petra Králová (Gar.)	Z,ZK	6	2P+2C		PZ
U63C4303	Accounting in the Czech Republic Jiří Strouhal Renáta Myšková Jiří Strouhal (Gar.)	Z,ZK	6	2P+2C		PZ
U16C4501	Work Performance Management Martin Šikýř Martin Šikýř Martin Šikýř (Gar.)	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-SP OD 17/18 Name=BEK předměty specializace 4.s. od 17/18

U63C4401	Managerial Informatics	Z,ZK	6
U16C4401	Marketing applications The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.	Z,ZK	6
U63C4303	Accounting in the Czech Republic Module is focused on the financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
U16C4501	Work Performance Management Concept and approach to performance management and appraisal. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation of appraisal interview. Concepts and methods of job evaluation. Concepts and methods of job analysis. Leading people and teams. Stimulation to performance. Coaching and mentoring. Managing the problems of people management. Managing and leading oneself. Preparation for the role of manager and leader.	Z,ZK	6

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 21

The role of the block: PV

Code of the group: BEK-EN OD 18/19

Name of the group: 5. + 6. semestr BEK předměty v cizím jazyce od 18/19

Requirement credits in the group: In this group you have to gain 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 4)

Credits in the group: 12

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
U04E0202	Business Correspondence Hana Pavelková Monika Hřebačková Hana Pavelková (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0101	Dagmar Charvátová, Zuzana Dvořáková Zuzana Dvořáková Zuzana Dvořáková (Gar.)	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking Martin Štefl Monika Hřebačková 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
U88E0101	Current Issues in Business from a V4 Perspective Jan Vlachý	KZ	6	4P+0C		PV
U63E0101	Jana Krajčová Jana Krajčová (Gar.)	KZ	3	0P+2C		PV
U04E0201	Networking in English Martin Štefl, Francis Patrick Kapila Monika Hřebačková Martin Štefl (Gar.)	ZK	3	0P+2C	Z,L	PV
U04E0203	Presentation Skills Irena Petra Nováková, Monika Hřebačková Eugenie Rinnová Monika Hřebačková (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0501	Talent Management Miloš Krejčí Miloš Krejčí Miloš Krejčí (Gar.)	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	ZK	3	0P+2C	Z,L	PV
U88E0204	Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	PV
U88E0205	Foreign Experience Jan Vlachý Jan Vlachý Jan Vlachý (Gar.)	Z	6	0P+4C		PV

Characteristics of the courses of this group of Study Plan: Code=BEK-EN OD 18/19 Name=5. + 6. semestr BEK předměty v cizím jazyce od 18/19

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	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	ZK	3
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.			
U16E0102	Cross-cultural Management	Z,ZK	6
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.			
U63E0101		KZ	3
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.			
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.			
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
U88E0205	Foreign Experience	Z	6

Code of the group: 6.S.BEK PVP OD 18/19

Name of the group: 6. semestr BEK od 18/19 povinně volitelné předměty

Requirement credits in the group: In this group you have to gain at least 9 credits

Requirement courses in the group: In this group you have to complete at least 3 courses

Credits in the group: 9

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
U65C6101	Grant Management <i>Petr Štěpánek Petr Štěpánek (Gar.)</i>	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers <i>Lenka Švecová Lenka Švecová Lenka Švecová (Gar.)</i>	ZK	3	2P+0C	L	PV
U16C6103	Globalization	ZK	3	2P+0C	Z,L	PV
U63C0201	Macroeconomic Analysis <i>Vít Pošta</i>	ZK	3	0P+2C		PV
U16C6105	Entrepreneurship and Business Plan	ZK	3	0P+2C		PV
U16C6102	Presentation Skills <i>Svatava Švihlíková Svata Svahlíková Svata Svahlíková (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

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK PVP OD 18/19 Name=6. semestr BEK od 18/19 povinně volitelné předměty

U65C6301	Legal Aspects of Consumer Protection	ZK	3
U65C6101	Grant 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.			
U16C6103	Globalization	ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U16C6105	Entrepreneurship and Business Plan	ZK	3
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.			

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: 3.S.BEK-JAZ OD 17/18

Name of the group: 3.s.BEK-cizí jazyk 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 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L3101	English Language 3 Eva Císlarová, Hana Pavelková, Martin Štefl, Ilona Podolyan, Hana Slabyhoudková, David Carroll Mcdonnell, Callum James Eade, Monika Hřebačková, Jana Zvěřinová, Eugenie Rinnová Monika Hřebačková (Gar.)	Z	6	0P+4C		J
U04L3102	English Language 3-1 Eva Císlarová, Hana Pavelková, Martin Štefl, Ilona Podolyan, Hana Slabyhoudková, Francis Patrick Kapila, David Carroll Mcdonnell, Callum James Eade, Monika Hřebačková, Eugenie Rinnová Monika Hřebačková (Gar.)	Z	3	0P+2C		J
U04L3501	French Language 4-1 Abigail Rejchrtová Kozlíková Eva Císlarová (Gar.)	Z	3	0P+2C		J
U04L3401	German Language 3-1 Eva Císlarová Eva Císlarová (Gar.)	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 Sérgio Oliveira Sérgio Oliveira (Gar.)	Z	3	0P+2C		J
U04L3601	Russian Language 3-1 Ilona Podolyan Eva Císlarová (Gar.)	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1 Jana Zvěřinová Eva Císlarová (Gar.)	Z	3	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-JAZ OD 17/18 Name=3.s.BEK-cizí jazyk od 17/18

U04L3101	English Language 3	Z	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.		
U04L3102	English Language 3-1	Z	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.		
U04L3501	French Language 4-1	Z	3	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.		
U04L3401	German Language 3-1	Z	3	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.		
U04L3503	Portuguese Language 3-1	Z	3	The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..		
U04L3601	Russian Language 3-1	Z	3	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..		
U04L3502	Spanish Language 3-1	Z	3	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 17/18

Name of the group: BEK jazyky 4. semestr 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 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4 Eva Císlarová, Hana Pavelková, Martin Štefl, Ilona Podolyan, Hana Slabyhouldková, Francis Patrick Kapila, David Carroll Mcdonnell, Callum James Eade, Eugenie Rinnová, Monika Hřebačková (Gar.)	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 Eva Císlarová, Hana Pavelková, Martin Štefl, Ilona Podolyan, Hana Slabyhouldková, Francis Patrick Kapila, David Carroll Mcdonnell, Callum James Eade, Eugenie Rinnová, Monika Hřebačková (Gar.)	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1 Eva Císlarová, Jana Zvěřinová, Abigail Rejchrtová Kozlíková Eva Císlarová (Gar.)	Z	3	0P+2C	L	J
U04L4401	German Language 4-1 Eva Císlarová, Jana Zvěřinová Eva Císlarová (Gar.)	Z	3	0P+2C	L	J
U04L4503	Portuguese language 4-1 Eva Císlarová, Jana Zvěřinová, Sérgio Oliveira Eva Císlarová (Gar.)	Z	3	0P+2C		J
U04L4601	Russian Language 4-1 Eva Císlarová, Ilona Podolyan, Jana Zvěřinová Eva Císlarová (Gar.)	Z	3	0P+2C	L	J
U04L4502	Spanish Language 4-1 Eva Císlarová, Jana Zvěřinová Eva Císlarová (Gar.)	Z	3	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ OD 17/18 Name=BEK jazyky 4. semestr od 17/18

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.		
U04L4102	English Language 4-1	Z,ZK	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.		
U04L4501	French Language 4-1	Z	3	The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.		
U04L4401	German Language 4-1	Z	3			
U04L4503	Portuguese language 4-1	Z	3	The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.		
U04L4601	Russian Language 4-1	Z	3			
U04L4502	Spanish Language 4-1	Z	3			

Name of the block: Volitelné předměty-odborné

Minimal number of credits of the block: 9

The role of the block: F

Code of the group: BEK-TP OD 16/17

Name of the group: BEK-technické předměty od 16/17

Requirement credits in the group: In this group you have to gain at least 9 credits (at most 12)

Requirement courses in the group: In this group you have to complete 3 courses

Credits in the group: 9

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
U77C0003	Ecology and Technology Petr Štěpánek Bohumír Štědroně Petr Štěpánek (Gar.)	Z,ZK	3	1P+1C	Z	F
U77C0004	Engineering Materials Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C	Z	F
U77C0002	Transport Technology Michal Drábek Michal Drábek Michal Drábek (Gar.)	ZK	3	2P+0C	L,Z	F
U77C0006	Artificial Intelligence Olga Štěpánková, Martin Macaš Olga Štěpánková (Gar.)	Z,ZK	3	1P+1C	*	F
U77C0005	Selected Industrial Technologies Hana Scholleová	ZK	3	2P+0C	*	F
U77C0007	Hana Scholleová	ZK	6	2P+2C		F
U77C0001	Basics of Engineering Production	ZK	3	2P+0C	L	F
U77C0008	Introduction to Cyber Security and Information Security Jaroslav Burčík Jaroslav Burčík Jaroslav Burčík (Gar.)	ZK	3	2P+0C		F

Characteristics of the courses of this group of Study Plan: Code=BEK-TP OD 16/17 Name=BEK-technické předměty od 16/17

U77C0003	Ecology and Technology	Z,ZK	3
U77C0004	Engineering Materials	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0007		ZK	6
U77C0001	Basics of Engineering Production	ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4101	How to Write Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
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.			
U04E0202	Business Correspondence	ZK	3
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.			
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.			
U04E0204	Critical Thinking	ZK	3
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.			
U04L1101	English Language 1	Z	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.			
U04L2101	English Language 2	Z	6
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.			
U04L3101	English Language 3	Z	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.			
U04L3102	English Language 3-1	Z	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.			
U04L3401	German Language 3-1	Z	3
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.			
U04L3501	French Language 4-1	Z	3
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.			
U04L3502	Spanish Language 3-1	Z	3
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..			

U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
U04L3601	Russian Language 3-1	Z	3
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..			
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.			
U04L4102	English Language 4-1	Z,ZK	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.			
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
U04L4502	Spanish Language 4-1	Z	3
U04L4503	Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.			
U04L4601	Russian Language 4-1	Z	3
U16C1101	Management Basics	Z,ZK	6
U16C2201	Project Management	ZK	3
U16C2301	Logistics	ZK	3
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.			
U16C3501	Human Resources Management	ZK	3
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.			
U16C4401	Marketing applications	Z,ZK	6
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.			
U16C4501	Work Performance Management	Z,ZK	6
Concept and approach to performance management and appraisal. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation of appraisal interview. Concepts and methods of job evaluation. Concepts and methods of job analysis. Leading people and teams. Stimulation to performance. Coaching and mentoring. Managing the problems of people management. Managing and leading oneself. Preparation for the role of manager and leader.			
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 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.			
U16C6103	Globalization	ZK	3
U16C6105	Enterpreunership and Business Plan	ZK	3
U16C6301	Quality Management	ZK	3
U16C6401	Online Marketing	Z,ZK	6
The aim of the subject is to clarify the influence of the modern IT systems and communications technology as growing tools of relationship marketing in the online space. Students attending this class will be aware of the e-commerce principles and online marketing including e-business, e-procurement and B2B and B2C marketing.			
U16C6501	Communication and Managerial Skills	Z,ZK	6
U16E0101		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.			
U51C2301	Managerial Psychology	ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
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
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
The course focuses on the basic elements and relationships within the enterprise economy. The company is situated in a the context of the basic economic environment. Explains the sense of interdependence and essential business information systems. Further targets at the tactical and operational management, particularly focusing on managing costs and revenues from a managerial point of view. The work elaborates operating budgets, calculate the cost of products, introduction to business accounting for the needs of the manager. When teaching uses prepared case studies and techno-economic models.			
U63C1401	Informatics	ZK	3
U63C2101	Mathematics 2	Z,ZK	6
U63C3101	Statistics 1	Z,ZK	6
U63C3201	Microeconomics	ZK	3
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.			
U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
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.			
U63C4201	Macroeconomics	ZK	3
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.			
U63C4401	Managerial Informatics	Z,ZK	6
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.			
U63C5301	Financial and Tax Environment	ZK	3
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.			
U63C5402		Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
U63C6301		Z,ZK	6
Module is focused on direct and indirect taxation from the corporate perspective.			
U63C6401		Z,ZK	6
U63E0101		KZ	3
U65C2301	Law	ZK	3
The subject Law is focused on familiarizing the students with basics of law and the basic knowledge of the branches of law in order to enable the students to subsequently study corporate law in bigger detail. The corporate law will be the focus of the lectures during a significant part of the semester.			
U65C5301	Labor Law	ZK	3

U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
U77C0001	Basics of Engineering Production	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
U77C0003	Ecology and Technology	Z,ZK	3
U77C0004	Engineering Materials	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0007		ZK	6
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
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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