Study plan

Name of study plan: B-PM-prez.forma od 13/14

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch: Program of study: Welcome page Type of study: unknown 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.BPM-P-OD-12/13

Name of the group: 1.s.BPM od 12/13 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
04BJA1	English Language 1	Z	4	0P+4C		Z
510P	General Psychology and Psychology of Personality	Z,ZK	6	3P+1C	Z	Z
51R	Rhetoric and Communication Skills	Z,ZK	4	2P+2C		Z
51RLZ	Human Resources Management	Z,ZK	4	2P+1C	Z	Z
TV1	Physical Education	Z	0	0+2	Z	Z
51TV1	Physical Education 1	Z	0	0P+2C		Z
51UEK	Introduction to Economics	Z,ZK	4	2P+2C		Z
51UM	Introduction to Mathematics	Z,ZK	4	2P+2C		Z
51UV	Introduction to University Studies	Z	4	2P+1C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=1.S.BPM-P-OD-12/13 Name=1.s.BPM od 12/13 prezenční forma

U4DJA I	English Language i	-	'
The course is suitable for	r students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language ski	lls - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	nmar. All
interconnected language	e skills are submitted to the goal of developing the required level needed for students'professional life.		

51OP	General Psychology and Psychology of Personality	Z,ZK	6
51R	Rhetoric and Communication Skills	Z,ZK	4
51RLZ	Human Resources Management	Z.ZK	4

Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.

	<u> </u>		
TV1	Physical Education	Z	0
51TV1	Physical Education 1	Z	0
51UEK	Introduction to Economics	Z,ZK	4

The course is focused on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economics according to so called macroekonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions.

51UM	Introduction to Mathematics	Z,ZK	4	
51UV	Introduction to University Studies	Z	4	

Content of the subject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject:Part 1 - adaptation, Part 2. - ways of studying at universities, Part 3 - education and self-education.

Code of the group: 2.S.BPM-P OD 13/14

Name of the group: 2.s.BPM-od 13/14 prezenční 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 7 courses

Credits in the group: 26 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA2	English Language 2	Z	4	0P+4C		Z
51PPP1	Law and Business 1	Z,ZK	3	2P+1C		Z
51SOP	Social Psychology	Z,ZK	6	2P+2C		Z
51S	Sociology	Z,ZK	6	2P+2C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z
51PDTB	Searching Library Databases	KZ	2	1P+1C		Z
51PZPM	Basics of Business Management	Z,ZK	5	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=2.S.BPM-P OD 13/14 Name=2.s.BPM-od 13/14 prezenční forma

	3 1 7		
04BJA2	English Language 2	Z	4
The course is suitable for	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, sp	eaking and
listening, on understand	ing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	gthening and imp	roving grammar.
All interconnected langu	age skills are submitted to the goal of developing the required level needed for students' academic and professional life.		

51S	Sociology	Z,ZK	6
51SOP	Social Psychology	Z,ZK	6
51PPP1	Law and Business 1	Z,ZK	3

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
51PDTB	Searching Library Databases	KZ	2

This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of station ethics and station practice incl. citing and creating reference lists.

51PZPM Basics of Business Management Z,ZK 5

Code of the group: 3.S.BPM-P OD 14/15

Name of the group: 3.s.BPM-od 14/15 prezenční 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 7 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
51PFG	Financial Literacy	KZ	3	2P+1C		Z
51VC	Appraisal and Performance Management and Controlling	KZ	4	2P+1C	Z,L	Z
51LR	Leadership and talent management	Z,ZK	4	2P+1C		Z
51PMNP	Managerial Tools and Calculations	Z,ZK	3	2P+2C		Z
51PM	HR Management	Z,ZK	4	2P+2C	3	Z
51PV	Corporate Education	Z,ZK	4	2P+1C	Z	Z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=3.S.BPM-P OD 14/15 Name=3.s.BPM-od 14/15 prezenční forma

51PFG	Financial Literacy	KZ	3		
Subject Financial literac	y is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, b	out also businesse	es, communities		
and the state.	the state.				
51VC	Appraisal and Performance Management and Controlling	KZ	4		

Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.

Leadership and talent management

Leadership and Talent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Comparative analysis of methods for managing key competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management thereof and facilitation, a tool that supports teamwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energization and synergetic effects. Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's key goals.

51PMNP Managerial Tools and Calculations Z,ZK

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 works 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.

51PM **HR Management** Z.ZK

As part of corporate management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising people and interlinking their work, as well as exploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company and their colleagues, personal satisfaction they get out of their work and various aspects of personal and social development.

51PV Corporate Education Z.ZK

The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.

Law and Business 2

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), enterpreneur -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

Code of the group: 4.S.BPM-P OD 14/15

Name of the group: 4.s.BPM-od 14/15 prezenční forma

Requirement credits in the group: In this group you have to gain 20 credits

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

Credits in the group: 20 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
51ITPGR	Information Technology and Computer Literacy	Z,ZK	4	1P+2C		Z
51PIS	Human Resource Information Systems	Z	4	2P+1C	L	Z
51PPO	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	Z
51SRL	Strategic Human Resource Management and Development	Z,ZK	6	3P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=4.S.BPM-P OD 14/15 Name=4.s.BPM-od 14/15 prezenční forma

51ITPGR 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.

Human Resource Information Systems

The course enables students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, required by employers to fulfill the obligations arising from legislation and to ensure human resource management in the organization.

51PPO Work and Organizational Psychology Z,ZK

Course Psychology of work and organization contains the following: theory, research and practices in psychology of work, individual differences among people and their relationship to work behaviour, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees evaluation, analysis and modification of work behaviour, work motivationí, psychological aspects of personnel training, work under pressure. Basic terminology.

51SRL Strategic Human Resource Management and Development Z,ZK

Strategic HR Management and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum management of HR education and development and subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative development and use of such knowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's competitiveness.

Code of the group: 5.S.BPM-P OD 15/16

Name of the group: 5.s.BPM od 15/16 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 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
51HAS	Mental Health and Stress	Z	3	2P+1C		Z
51MK	Marketing	Z,ZK	6	2P+2C	Z	Z
51NTP	New Trends in HR Management	Z,ZK	6	3P+1C	Z,L	Z
51PBP	Project of Bachelor Thesis	Z	6	1P+2C	Z	Z
51PR	Project Management	Z,ZK	6	2P+2C	Z	Z
51PNBOZP	Health, Safety and Fire Prevention Principles	Z,ZK	3	2P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=5.S.BPM-P OD 15/16 Name=5.s.BPM od 15/16 prezenční forma

51HAS	Mental Health and Stress	Z	3
51MK	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.

51NTP	New Trends in HR Management	Z,ZK	6
The course deals with t	ne theoretical foundations and practical use of trends in personnel management.		
51PBP	Project of Bachelor Thesis	Z	6

Projekt of bachelor's degree paper will particularly include paper topic, topis specialization, explanation, further concretization; teoretic basis - survey of literature; paper structure; research problem formulation and design, literature and sources analyses; paper goalse (structure of the goals and their appicability); hypothesis formulation (main hypothesis, partial hypotheses); empiric survey; sample research (e.g. respondents and their analyses); time table of each work periods; plan and consultations with tutor etc.

51PR | Project Management

The basics of the project management-based approach to complex corporate processes, including analysis of initial preconditions for a successful project, integration of basic structural, technological, managerial and economic knowledge, all this based on network analysis. The course deals with the stages of project planning, implementation and evaluation, including responses to unplanned requirements and project risks. Field examples and analysis of field case studies.

51PNBOZP Health, Safety and Fire Prevention Principles

Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.

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

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

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

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

Credits in the group: 14 Note on the group:

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

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

51G	Globalization	Z,ZK	6
The overall aim is to exp	plain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demon	strate the effects	of globalization
on integration processe	s economic environment and personal liberty		

51TBP Bachelor Thesis Z 8

Realization of the project of Bachelor's degree paper conditions concretization, particularly: paper topic, explanation and application; teoretical basis, analyses of theoretical sources; paper structure; formulation of research problem incl. literature analysis; final goals; hypothesis formulation); empirical part(e.g. survey, test, sociometry etc.); research sample (e.g. respondents); timetable of each part realization; plan a consultations with the tutor; final version, including required enclosures (the Universities Act, Internal Czech Technical University Regulations); Bachelor's paper submitment and defence. Prezentation preparation

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 24

The role of the block: PV

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

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

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

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

Credits in the group: 24

Note on the group:

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

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

51XBCCAJ Business Correspondence and Communication

KZ 4

The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand.

51XDBM	Design and Brand Management	KZ	4
51XPDM	Grant Management	KZ	4
51XPNES	Economics Statistics	Z,ZK	4

1	Economic Statistics ic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will	KZ	4					
foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.								
	Economic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will	rovide students v	4 with a solid					
	statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.	provide students t	with a solid					
'	Economic Statistics	KZ	4					
	ic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.	provide students v	with a solid					
51XES	Economic Statistics	KZ	4					
'	e tools of descriptive statistics, tools of regressive and corelation analyses, index analyses, time series analyses and other be		•					
	Technology Assessment	KZ	4					
	Intercultural Psychology	KZ	4					
	Intercultural Psychology cteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted m	KZ nodel of national c	•					
	al management Charakteristics of selected national cultures and their comparison		·					
	Knowledge Management	KZ	4					
	t deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organ Knowledge Managemen in English Language	KZ	4					
-	Logistics	KZ	4					
This programme covers	many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find the		- 1					
' ' -	and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impa ning and forecasting while translating internal and external customer demands; and managing the supply chain while evalua							
1	and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply	-						
1	tion for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure	-	_					
·	, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure p bout understanding the impact of customized logistical designs on overall performance. Students will apply advanced softw	· · · · · · · · · · · · · · · · · · ·						
	ar programming problems, capacity analysis of production systems, distribution planning and vehicle routing.	u. o 10010 101 011101	p.1.00 1000u100					
	Quality Management for Human Resources Managers	KZ	4					
1	ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical international standard ISO 9001 (the current version) quality management systems . Types of audits in systems manageme							
' '	es. Preparation, implementation and evaluation of internal audit management system. Presentation of examples of establish							
	lity Award) for quality assessment.							
	Managerial Tools and Calculations	KZ	4					
-	Managerial Tools and Calculations Material Science	KZ KZ	4					
fracture of materials, stru	History and present state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, deformation, recrystallization and							
	ucture and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrou	s metals.						
51XPJN	German Language	s metals.	4					
51XPJN 51XNEAJ	German Language Networking in English	s metals. KZ KZ	4					
51XPJN 51XNEAJ Focusing on the practica	German Language	s metals. KZ KZ tegies of effective	4 4 and appropriate					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm	German Language Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strati, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development.	s metals. KZ KZ tegies of effective th people who mig	4 4 and appropriate tht help with					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm feedback. Practical langu	German Language Networking in English communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar developed situations will be systematically developed in contexts and situations relevant to professional work.	s metals. KZ KZ tegies of effective who migopment, teamwork	4 4 and appropriate ght help with k, and individual					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm feedback. Practical langu	German Language Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strati, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development.	s metals. KZ KZ tegies of effective th people who migopment, teamwork	4 4 and appropriate ght help with k, and individual					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm feedback. Practical langu 51XEPP Students will learn basic which form to use taking	German Language Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar developage skills will be systematically developed in contexts and situations relevant to professional work. Computer Presentations s of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present informinto account the audience. Students should adapt the form of their presentation to expectations, level of understanding and	s metals. KZ KZ tegies of effective th people who migopment, teamwork KZ nation and results	4 4 and appropriate the point help with k, and individual 4 of their work,					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm feedback. Practical langu 51XEPP Students will learn basic which form to use taking Students will learn to ap	Retworking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar developage skills will be systematically developed in contexts and situations relevant to professional work. Computer Presentations Is of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information account the audience. Students should adapt the form of their presentation to expectations, level of understanding and only modern didactic techniques in their presentations.	s metals. KZ KZ tegies of effective th people who migopment, teamwork KZ nation and results experience of the	4 and appropriate the help with k, and individual 4 of their work, e audience.					
51XPJN 51XNEAJ Focusing on the practica business communication extension and developm feedback. Practical langu 51XEPP Students will learn basic which form to use taking Students will learn to ap 51XPPP	German Language Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with ent of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar developage skills will be systematically developed in contexts and situations relevant to professional work. Computer Presentations s of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present informinto account the audience. Students should adapt the form of their presentation to expectations, level of understanding and	s metals. KZ KZ Itegies of effective th people who migopment, teamwork KZ nation and results experience of the	4 4 and appropriate the help with k, and individual 4 of their work, a audience.					
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51XPNSMP	HR Statistical Techniques	Z,ZK	4
The Bc course in Statis	stical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical prol	blems. The course	e has a particular
focus on modern comp	outationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentatio	n; descriptive me	asures of central
tendency, dispersion,	and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regres	sion line, design	od experiments,
response surface met	hodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to	o real world situa	tions. Current
technology will be utili	zed in examining statistical information.		
51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XSMR	Statistical Methods for Decision Making	KZ	4
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XPJS	Spanish Language	KZ	4
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XZVK	Basics of Visual Communication	KZ	4
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles	KZ	4
Basic legislation on O	SH. 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 E	ngineering. Fire
protection. The law on	the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	pment.	
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPZS	Healthy Lifestyle	KZ	4

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.BPM-JAZ.OD 12/13 Name of the group: 3.s.BPM-cizí jazyk od 12/13

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA3	English Language 3	Z	4	0P+4C		J
04BJA3-1	English Language 3-1	Z	2	0P+2C		J
04BJN3-1	German Language 3-1	Z	2	0P+2C		J
04BJS3-1	Spanish Language 3-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BPM-JAZ.OD 12/13 Name=3.s.BPM-cizí jazyk od 12/13

U4BJA3	English Language 3	_	4
The course is suitable to	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language sl	ills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	ımar. All
interconnected language	e skills are submitted to the goal of developing the required level needed for students' professional life.		
04BJA3-1	English Language 3-1	Z	2
The course is suitable	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language sl	ills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	ımar. All
interconnected language	e skills are submitted to the goal of developing the required level needed for students' professional life.		
04BJN3-1	German Language 3-1	Z	2
The course is suitable for	r bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the	CEFR: speaking, r	eading, listening
and writing. In the cours	e, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative ski	ls. It is suitable for	pre-intermediate
students.			
04BJS3-1	Charich Language 0.1	7	2
0 4 D000-1	Spanish Language 3-1	_	_
	Spanish Language 3-1 or bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFF	∠ R: speaking, readir	∠ ng, listening and
The course is suitable			-

Code of the group: 4.S.BPM-JAZ.OD 12/13 Name of the group: 4.s.BPM-cizí jazyk od 12/13

English Language 2

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:

EXCLUSIVELY for beginners/ false beginners.

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA4	English Language 4	Z,ZK	6	0P+4C		J
04BJA4-1	English Language 4-1	Z,ZK	4	0P+2C		J
04BJN4-1	German Language 4-1	Z	2	0P+2C		J
04BJS4-1	Spanish Language 4-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=4.S.BPM-JAZ.OD 12/13 Name=4.s.BPM-cizí jazyk od 12/13

04BJA4	English Language 4	, Z,ZK	6
The course is suitable for	for students of hachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	adina writina er	apaking and

The course is suitable for students of bachelor managerial studies. 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 accedemic 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.

04BJA4-1 English Language 4-1

Z,ZK

4

The course is suitable for students of bachelor managerial studies. 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 accedemic 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.

04BJN4-1	German Language 4-1	Z	2
04BJS4-1	Spanish Language 4-1	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. The course is designed EXCLUSIVELY for beginners/ false beginners.

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on
developing lang	juage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	mar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional life	e.	
04BJA2	English Language 2	Z	4
The course is su	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spea	aking and
listening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ıg grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
04BJA3	English Language 3	Z	4
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on
developing lang	page skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	mar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.	
04BJA3-1	English Language 3-1	Z	2
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on
developing lang	page skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	mar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.	
04BJA4	English Language 4	Z,ZK	6
The course is su	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spea	aking and
listening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ıg grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
04BJA4-1	English Language 4-1	Z,ZK	4
The course is su	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spea	aking and
listening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ıg grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
04BJN3-1	German Language 3-1	Z	2
The course is suitab	le for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF	R: speaking, readi	ng, listening
and writing. In the co	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It	is suitable for pre-i	ntermediate
	students.		
04BJN4-1	German Language 4-1	Z	2
04BJS3-1	Spanish Language 3-1	Z	2
The course is suita	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	beaking, reading, li	stening and
writing. Students wi	Il familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The course	is designed
	EXCLUSIVELY for beginners/ false beginners.		
04BJS4-1	Spanish Language 4-1	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. The course is designed EXCLUSIVELY for beginners/ false beginners.

protect 51PP2 Course content: -de and legal requirem 51PPO Course Psycholog to work behavio 51PP1 51PR The basics of the position of the posit	whits -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partner liability -joint stock companies -other companies -international and multinational companies Work and Organizational Psychology of work and organization contains the following: theory, research and practices in psychology of work, individual differences among ur, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees evaluation, analysis and modification motivationi, psychological aspects of personnel training, work under pressure. Basic terminology. Law and Business 1 Project Management oject management-based approach to complex corporate processes, including analysis of initial preconditions for a successful project, agerial and economic knowledge, all this based on network analysis. The course deals with the stages of project planning, implements	Z,ZK people and their on of work behavi Z,ZK Z,ZK Z,ZK integration of bas	6 relationship our, work 3 6 icic structural
protect 51PP2 Course content: -de and legal requirem 51PPO Course Psycholog to work behavio	liability -joint stock companies -other companies -international and multinational companies Work and Organizational Psychology y of work and organization contains the following: theory, research and practices in psychology of work, individual differences among ur, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees evaluation, analysis and modification motivation, psychological aspects of personnel training, work under pressure. Basic terminology. Law and Business 1	Z,ZK people and their on of work behavi	ess relations with limited 6 relationship our, work 3
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51PP2 Course content: -de and legal requirem 51PPO Course Psycholog	liability -joint stock companies -other companies -international and multinational companies Work and Organizational Psychology of work and organization contains the following: theory, research and practices in psychology of work, individual differences among	ships -companies Z,ZK people and their	ess relations s with limited 6 relationship
51PP2 Course content: -de and legal requirem	liability -joint stock companies -other companies -international and multinational companies	ships -companies	ess relations with limited
protection 51PP2 Course content: -de		-	ess relation
protection 51PP2 Course content: -de	ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partner	-	ess relations
proted	velopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), en		1
protec	Law and Business 2	Z,ZK	
prevention.Training	tion. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	•	-
-	on of OSH. E0, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		
51PNBOZP	Health, Safety and Fire Prevention Principles on on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	Z,ZK	3
E4D1:00==	questions and answers to each chapter, in the scope of 77 pp.	·	
	ared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and		•
	Id step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed assess the suggested solution. The computerized models are used for presentation key principles and features, including key integri	-	
	pplied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying manageris		
	red on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Cont		1
51PMNP	Managerial Tools and Calculations	Z,ZK	3
work, as well as exp	loring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company satisfaction they get out of their work and various aspects of personal and social development.	and their colleagu	es, persona
	management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising	•	ū
51PM	HR Management	Z,ZK	4
THE COURSE ENABLE	s students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, re the obligations arising from legislation and to ensure human resource management in the organization.	equired by emplo	yerə iü iülilli
51PIS	Human Resource Information Systems	Z	4
	and the state.		
	r Inditional Effects eracy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but a		_
51PFG	and station practice incl. citing and creating reference lists. Financial Literacy	KZ	3
for acquiring desire	d information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring t	he principles of s	tation ethic
-	ed on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace so		1
51PDTB	Searching Library Databases	KZ	2
-	ormulation and design, literature and sources analyses; paper goalse (structure of the goals and their appicability);hypothesis formula neses); empiric survey; sample research (e.g. respondents and their analyses); time table of each work periods; plan and consultation		iesis, partia
=	or's degree paper will particularly include paper topic, topis specialization, explanation, further concretization; teoretic basis - survey of		
51PBP	Project of Bachelor Thesis	Z	6
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51NTP	New Trends in HR Management The course deals with the theoretical foundations and practical use of trends in personnel management.	Z,ZK	6
EANTO	links, marketing distribution systems, marketing communications and new trends in marketing.	7 71/	
-	hereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type	_	-
51MK The Marketing co	Marketing Irse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	Z,ZK ting research. ma	6 rketina mix
EANAL	Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's ke		
	work, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energize		
-	ent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Con Impetences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management	-	
51LR	Leadership and talent management	Z,ZK	4
	or databases to create more complex types of graphs, create a PivotTable and graphs.		
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and le Ig data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, i		
	how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with		
SIIIFUN	Information Technology and Computer Literacy	Z,ZK	4
51ITPGR	Mental Health and Stress	Z	3
51HAS	 o explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstra on integration processes, economic environment and personal liberty. 	te the effects of g	lobalization
51HAS	Globalization	Z,ZK	6

54DL 7			1 .
51RLZ	Human Resources Management Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HF	Z,ZK	HRM basic
	market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional car	-	
	of HRM for future managers, job motivation and stimulation of employees.		
51S	Sociology	Z,ZK	6
Content of the cours	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology	/. Sociology and m	nanagement.
	Social roles management. The Czech society in 21st century. Sociologic research.		
51SOP	Social Psychology	Z,ZK	6
51SRL	Strategic Human Resource Management and Development	Z,ZK	6
	gement and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum mana d subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative de	•	
1	nowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's comp		
51TBP	Bachelor Thesis	Z	8
-	project of Bachelor's degree paper conditions concretization, particularly: paper topic, explanation and application; teoretical basis, and	· ·	
	ormulation of research problem incl. literature analysis; final goals; hypothesis formulation); empirical part(e.g. survey, test, sociometry table of each part realization; plan a consultations with the tutor; final version, including required enclosures (the Universities Act, Intern	•	
respondents), timet	Regulations); Bachelor's paper submitment and defence. Prezentation preparation	iai Ozecii ieciiiic	ai Oniversity
51TV1	Physical Education 1	Z	0
51UEK	Introduction to Economics	Z,ZK	4
	ised on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating		1 .
to so called	d macroekonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different market	ets and competiti	ons.
51UM	Introduction to Mathematics	Z,ZK	4
51UV	Introduction to University Studies	Z	4
Content of the sub	ject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject	::Part 1 - adaptati	on, Part 2
	ways of studying at universities, Part 3 - education and self-education.		_
51VC	Appraisal and Performance Management and Controlling	KZ	4
	ach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and me		
Links to other HR tu	unctions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Asset Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.	ssment Center / L	Jevelopment
51XBCCAJ		KZ	4
The aim of the cour	Business Correspondence and Communication rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm		1
	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	nediate or upper-	intermediate
level, and consists of	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm	nediate or upper- conventional lanç	intermediate guage areas,
level, and consists of such as fixed expre	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand.	nediate or upper- conventional lanç	intermediate guage areas,
level, and consists of	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails	nediate or upper- conventional lanç	intermediate guage areas,
level, and consists of such as fixed expre 51XDBM 51XEPP	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at internof sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. Design and Brand Management Computer Presentations	nediate or upper- conventional lang s, express thems KZ KZ	intermediate guage areas, elves clearly,
level, and consists of such as fixed expre 51XDBM 51XEPP Students will learn	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at intern of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. Design and Brand Management Computer Presentations a basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information.	nediate or upper- conventional lang s, express thems KZ KZ tion and results of	intermediate guage areas, elves clearly, 4 4 f their work,
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51XP2ZSO	Health, Safety and Fire Prevention Principles	KZ	4			
Basic legislat	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	ns of the employee	. Risk			
-	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En	-	eering. Fire			
	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech					
51XP3MNP	Managerial Tools and Calculations	KZ	4			
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4			
51XPD	Presentation Skills	KZ	4			
Students will learn	how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, st	udents will develor	their own			
	presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".					
51XPDM	Grant Management	KZ	4			
51XPES	Economic Statistics	KZ	4			
•	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will p		th a solid			
	nundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the					
51XPHT	Technology Assessment	KZ	4			
51XPIP	Intercultural Psychology	KZ	4			
51XPJN	German Language	KZ	4			
51XPJS	Spanish Language	KZ	4			
51XPKM	Knowledge Management	KZ	4			
	edge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness					
51XPLG	Logistics	KZ	. 4			
	evers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their of an included in the state of the enterprise resources planning (ERP) system, while anticipating its impact of the enterprise resources planning (ERP) system, while anticipating its impact of the enterprise resources of the state of t		- 1			
-	planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating					
	rinciples and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply					
-	pest location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure	_				
production, wareh	ousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure proc	ess reliability. Prod	uction and			
logistic manageme	ent is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software	tools for enterprise	e resource			
	planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle ro					
51XPNES	Economics Statistics	Z,ZK	4			
51XPNSMP	HR Statistical Techniques	Z,ZK	4			
	atistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical probler					
	omputationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; d					
• •	on, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to					
roopenee canace	technology will be utilized in examining statistical information.	our world ollddiorr	o. Guironi			
51XPPD	Presentation Skills	KZ	4			
51XPPMLG	Operational Management and Logistics	KZ	4			
-	ude: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of	l l				
	al systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the m		- 1			
decision making in	production management, using forecast information in production system, value analysis introduction, processes of manufacturing standard	dardization, materia	al resources			
and capacity planni	ng, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of ca	ses as well as othe	r exercises.			
	Each student is required to complete the terminal assignment.					
51XPPP	Computer Presentations	KZ	4			
	h basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and the control of					
which form to us	e taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and of Students will learn to apply modern didactic techniques in their presentations.	experience of the a	luaience.			
E1VDDT		V7	4			
51XPPT	Industrial Technologies	KZ	4			
51XPSMP	HR Statistical Techniques	KZ	4			
The subject !Statis	stical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course wil foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests	-	Willi a Soliu			
51XPU	Accounting	KZ	4			
	ptal overwiev about the creation, the content and the usage of financial information from financial reports on various levels in every co					
	necessary base for understanding common financial terms and for daily work with them in all companies without regard of working position of the employee.					
51XPZS	Healthy Lifestyle	KZ	4			
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4			
51XSMR	Statistical Methods for Decision Making	KZ	4			
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4			
51XZVK	Basics of Visual Communication	KZ	4			

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