Study plan

Name of study plan: B-EK-prez.forma od 14/15

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: 142

The role of the block: Z

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

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

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

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

Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA1	English Language 1	Z	4	0P+4C		Z
51ITP	Information Technology and Computer Literacy	Z,ZK	4	0P+3C	Z	Z
51M	Mathematics	Z,ZK	6	2P+2C	Z	Z
51OP	General Psychology and Psychology of Personality	Z,ZK	6	3P+1C	Z	Z
TV1	Physical Education	Z	0	0+2	Z	Z
51TV1	Physical Education 1	Z	0	0P+2C		Z
51UE	Introduction to Economics	Z,ZK	6	2P+2C	Z	Z
51UV	Introduction to University Studies	Z	4	2P+1C	Z	Z

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51UV	Introduction to University Studies	Z	4	2P+1C	Z	Z
Characteristics of the	he courses of this group of Study Plan: Code=1.S.BEK-P OD 10/	11 Name=1.s	.BEK-od	10/11 pro	ezen ní fo	rma
04BJA1 E	English Language 1				Z	4
	students of bachelor managerial studies. Seminars cover Business Terminology and Con			•		
developing language skills	s - reading, writing, speaking and listening, on understanding and orientation in a wide-ra	nge of topics, on	strengthenir	ng and impro	oving gramma	ar. All
interconnected language s	skills are submitted to the goal of developing the required level needed for students profe	ssional life.				
51ITP II	nformation Technology and Computer Literacy			Z	,ZK	4
Students will learn how to	adjust MS Excel user interface, to create, edit and format tables, enter basic as well as a	advanced formula:	s and functi	ons (with ec	onomic and n	nanagerial
applications); to understar	nd and apply absolute / relative cell references, create and format charts. They will learn t	to work with datab	ases in Exc	cel and learr	how to use t	he functions
for searching, sorting data	a, using conditional formatting. Students will become familiar with multiple consolidation ra	anges, analyze ex	ternal data	source, as v	vell as large s	preadsheets
or databases to create mo	ore complex types of graphs, create a PivotTable and graphs.					
51M N	Mathematics			Z	,ZK	6
Basics of linear algebra - v	vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of fu	nctions, derivation	n, monotony	, local and a	bsolut extrem	nes,convexity,
graphs. Basics of integral	calculus - indefinite integral, methods of integration, definit integral and applications. Nun	nerical calculation	of integrals	i.		
510P	General Psychology and Psychology of Personality			Z	,ZK	6
TV1 F	Physical Education				Z	0
51TV1 F	Physical Education 1				Z	0
51UE li	ntroduction to Economics			Z	,ZK	6
The course is focused on	the following subjects: basic economic relations and consequences. Economic aggregate	es and their conse	equences. C	perating of	he economic	s according
to so called macroekonom	nic circle, various economic theories. Consumption behaviour in microeconomics. Theory	of production. Dif	ferent mark	ets and com	petitions.	
51UV lı	ntroduction to University Studies				Z	4
Content of the subject incl	ludes knowledge assisting students in quick and effective adaptation to conditions of univ	ersity studies. Co	ntent of the	subject:Par	t 1 - adaptatio	on, Part 2
ways of studying at univer-	rsities, Part 3 - education and self-education.					

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

Name of the group: 2.s.BEK-od 13/14 prezen ní forma

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

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

Credits in the group: 30 Note on the group:

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

Characteristics of the courses of this group of Study Plan: Code=2.S.BEK-P OD 13/14 Name=2.s.BEK-od 13/14 prezen in forma									
04BJA2	English Language 2	Z	4						
The course is suitable f	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	stening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar.								
All interconnected lange	uage skills are submitted to the goal of developing the required level needed for students' academic and professional life.								
51ES	Economic Statistics	Z,ZK	4						
The subject of Economi	c Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provice	de students with a	solid foundation						
of descriptive statistics,	regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.								
51PE	Business Economics	Z,ZK	6						
51PP1	Law and Business 1	Z,ZK	4						
Subject of course Law a	and business includes the following: -labour law, its basis and role within the legal system -labour relations, international cons	equences -emplo	yment and its						
regulation -termination	of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and safe	ety							
51S	Sociology	Z,ZK	6						
Content of the course is	focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, termino	logy. Sociology a	nd management.						
Social roles manageme	nt. The Czech society in 21st century. Sociologic research.								
TV2	Physical Education	Z	0						
51TV2	Physical Education 2	Z	0						
51ZPM	Basics of Business Management	Z,ZK	6						

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

Name of the group: 3.s.BEK-od 14/15 prezen ní forma

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

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

Credits in the group: 26 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
51FG	Financial Literacy	KZ	4	2P+1C	Z	Z
51PUC	Business Accounting	Z,ZK	6	2P+2C		Z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	Z
51LZ	Human Resources Management	Z,ZK	6	2P+2C	Z	Z
51EDTB	Online information retrieval and the work with electronic information resources	KZ	2	1P+1C	Z	Z
51ZSV	Basics of Engineering Production	Z,ZK	4	2P+1C	Z	Z

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

51FG	Financial Literacy	KZ	4
Banking Financial agend	cy Investment and financial markets Leasing Old-age pension insurance Insurance companies Management of personal and	family budget	
51PUC	Business Accounting	Z,ZK	6
Content of the course is	introduction to accounting. Double-entry bookkeeping and its principles, balance sheet account, profit and loss account, cash-	low. Sections in bo	ookkeeping:long
term investment, stock,	costs, revenues, International accounting standards, accounting principles. Accounting system.		

51PP2 Law and Business 2 Z,ZK

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

51LZ Human Resources Management

Students will develop basic knowledge on personal planning, personal marketing (searching and evaluating new personnel, including methodology and forms of recruitment), assessment of work performance and remuneration, outplacementu and forming labour force.

51EDTB Online information retrieval and the work with electronic information resources

KZ

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

51ZSV Basics of Engineering Production

7.7K

4

Basic technologies of semifinished products production, special technologies of alloying, forming work, welding and thermal parting. Basic information on production, finishing and unconventional methods of machining work. Programming, CAD/CAM systems.

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

Name of the group: 4.s.BEK-od 14/15 prezen ní 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
51PRR	Project Management	Z,ZK	6	2P+2C		Z
51PML	Operational management and logistics	KZ	4	2P+1C		Z
51PPO	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	Z
51VIS	Enterprise Information Systems	Z,ZK	4	2P+1C	L,Z	Z

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

51PRR | Project Management | Z,ZK | 6 | Modern Project Management. The Evolution Toward Integrated Projects. Alignment of Projects with Organization Strategy. A Project Portfolio Management System. Assessing the Effectiveness of the Priority. Choosing the Appropriate Project Management Structure. Implications of Organizational Culture for Organizing Projects. Establishing Project Priorities. Responsibility Matrices. Estimating Project Times and Costs. Types of Project Constraints. Rationale for Reducing Project Duration. Managing Project Teams. Managing International Projects. Emphasis will be placed as the functional group of initiating the project and project and project planning methodology. Each student is required to complete the project assignment. In

Projects. Emphasis will be placed on the functional areas of initiating the project and project planning methodology. Each student is required to complete the project assignment. In addition, the process of project management will be outlined and evolving changes in management practices discussed. The course is designed to provide engineers with the basic information and skills necessary to manage projects of the enterprise. Tuition suitably links sequence of managerial and technical subject categories and simultaneously reacts to topical business and graduation theses requirements. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises.

51PML Operational management and logistics

ΚZ

4

This programme covers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their career in the field of controlling the production planning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact on the manufacturing process and on inventories; planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating it and making effective use of relevant tools, principles and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply chain design. This involves pinpointing the best location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure operations management in production, warehousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure process reliability. Production and logistic management is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software tools for enterprise resource planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle routing.

51PPO Work and Organizational Psychology

Z,ZK

6

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

51VIS Enterprise Information Systems

Z,ZK

4

The aim of the course is to teach students how to analyze the value processes within the company in its various departments and between departments. Aspect bodies represent departmental budgets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting continuity to financial accounting. The issue of internal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full and variable costing. Integrating enterprise information systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a generic costing breakdown of costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.

Code of the group: 5.S.BEK-P OD 16/17

Name of the group: 5.s.BEK od 16/17 prezen ní forma

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

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

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	Z
U16C9905	Quality Management	Z,ZK	4	2P+1C		Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U77C9904	Advanced Technologies	KZ	4	2P+1C		Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U00C9901	Project of Bachelor Thesis	Z	2	1P+0C		Z
U77C9903	Production Systems Design	KZ	4	2P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=5.S.BEK-P OD 16/17 Name=5.s.BEK od 16/17 prezen ní forma

01609904	Globalization	Z,ZN	_i 4
The overall aim is to	xplain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demon	strate the effects	of globalization
on integration process	ses, economic environment and personal liberty.		
U16C9905	Quality Management	Z,ZK	4
U16C2401	Marketing	Z,ZK	6
The Marketing course	makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research, r	marketing mix
and the application the	ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	diate distribution
links, marketing distri	oution systems, marketing communications and new trends in marketing.		
U77C9904	Advanced Technologies	KZ	4
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen a	nd deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	is performance an	alysis. The main
emphasis will be plac	ed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target ente	rprise, increase m	arket value and
maximize wealth for s	harahaldara		

U00C9901 Project of Bachelor Thesis Z 2
The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.

U77C9903 Production Systems Design KZ 4

In this course the student is familiar with the goals of the course, which focuses on the systematic increasing of enterprise productivity, achieved through rational organizational structure. The course focuses on the elimination of all kinds of wastes from especially the stages of development and defining processes. Is looking for a screening of different options to achieve customer needs with less time consumption, lower material requirements and overall capital cost saving. Subject uses modelling to the implementation of the principles of lean thinking into product realization processes, thereby achieving a competitive advantage.

Code of the group: 6.S.BEK-P OD 16/17

Globalization

Name of the group: 6.s.BEK od 16/17 prezen ní forma

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:

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	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role	
U00C6101	Bachelor Thesis	Z	6	0P+0C	L	Z	

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK-P OD 16/17 Name=6.s.BEK od 16/17 prezen ní forma

Dacricio Triesis	U00C6101	Bachelor Thesis	Z	6
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Name of the block: Compulsory elective courses

Minimal number of credits of the block: 28

The role of the block: PV

Code of the group: PVP-B-EK OD 15/16

Name of the group: PVP-B-EK od 15/16 prezen ní forma

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 1 course

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
51XDM	Grant Management	KZ	4	2P+0C		PV
51XE2ES	Economic Statistics	KZ	4	2P+1C	4	PV
51XE1ES	Economic Statistics	KZ	4	2P+1C	2	PV
51XEM	Etiquette for Managers	KZ	4	2P+0C		PV
51XHT	Technology Assessment	KZ	4	2P+1C	L	PV
51XEIP	Intercultural Psychology	KZ	4	2P+1C		PV
51XKD	Communication Skills	KZ	4	1P+2C	L	PV
51XNM	Material Science	KZ	4	2P+1C	L	PV
51XEJN	German Language	KZ	4	0P+3C	L	PV
51XEPP	Computer Presentations	KZ	4	0P+3C	L	PV
51XPK	Corporatae Crisis	KZ	4	2P+0C		PV
51XPD	Presentation Skills	KZ	4	0P+3C	L	PV
51XPIS	Project of Information System	KZ	4	1P+2C	L	PV
51XEPT	Industrial Technologies	KZ	4	2P+1C		PV
51XSE	Social Aspects of Energetics	KZ	4	2P+1C	L	PV
51XESRA	Statistical Analysis and Decision-making	KZ	4	2P+1C		PV
51XSMR	Statistical Methods for Decision Making	KZ	4	2P+1C		PV
51XSI	Systems Engineering and Information Systems	KZ	4	1P+2C		PV
51XEJS	Spanish Language	KZ	4	0P+3C		PV
51XTS	Rhetoric	KZ	4	1P+2C	L	PV
51XED	Introduction to Tax System for Economists	KZ	4	2P+1C	L	PV
51XEBOZP	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XEZS	Healthy Life Style	KZ	4	2P+1C		PV
51XZS	Healthy Lifestyle	KZ	4	2P+1C	L	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-B-EK OD 15/16 Name=PVP-B-EK od 15/16 prezen ní forma

51XDM	Grant Management	KZ	4
51XE2ES	Economic Statistics	KZ	4
The subject of ?Ecor	omic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will	provide students w	vith a solid
foundation of descrip	tive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.		
51XE1ES	Economic Statistics	KZ	4
The subject of Econo	mic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide	de students with a	solid foundation
of descriptive statistic	es, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.		
51XEM	Etiquette for Managers	KZ	4
Introduction to all for	ns of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fa	ace during busines	ss meetings,
presentations or ever	its.		
51XHT	Technology Assessment	KZ	4
Technology Assessm	ent is a complex, multidisciplinary, transdisciplinary and interdisciplinary field on the frontier of philosophy and sociology of tech	nology and has cl	ose relation to
economics and progr	ostication. TA is a scientific, interactive and communicative process which aims to contribute to forming public and political opinic	on on social aspect	ts of technology
and science develop			
51XEIP	Intercultural Psychology	KZ	4
51XKD	Communication Skills	KZ	4
Students get acquain	ted with the principles of communicative and presentation skills, analyse the obtained skills and competencies, receive and prov	ide feedback using	ງ self-evaluatior
so that they improve	their abilities to communicate and perform high quality presentations.		
51XNM	Material Science	KZ	4
History and present s	state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defe	ormation, recrystal	llization and
fracture of materials,	structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous	s metals.	
51XEJN	German Language	KZ	4
51XEPP	Computer Presentations	KZ	4
Students will learn ba	sics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present inform	nation and results	of their work,
which form to use tal	ing into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and	experience of the	audience.
Students will learn to	apply modern didactic techniques in their presentations.		
51XPK	Corporatae Crisis	KZ	4
	e is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default a	•	
	ant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoural		
Knowledge should be	e in economic as well as in legislative perspective. The course will be especially based on case studies and practical application	s respecting curre	nt economic

reality and legal regulation.

51XPD	Presentation Skills	KZ	4
Students will learn he	ow people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition	, students will dev	elop their own
presentation skills. S	tudents will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System	KZ	4
	information systems architecture, basic types of software applications for information system of enterprise, information system li		
system development	, management information systems, web audit, business process modeling using BPMN, UML and others, information system r	nodeling - UML ar	nd data modeling
using ER diagrams			
51XEPT	Industrial Technologies	KZ	4
51XSE	Social Aspects of Energetics	KZ	4
The main topic of the	course is the presentation of information from a variety of ideological streams in the context of global energy problems of manking	nd. The aim is to s	how the complex
ature of the problen	ns and to facilitate orientation of students in them. Students will learn about the engineering and economic approaches to the a	ssessment of stoo	ks of primary
energy sources, the	issue of energy security, for example in connection with the oil crises, with views of socially relevant groups of opinion on the dir	ection of energy p	olicy, the curren
	n the EU and the Czech Republic. The course also includes definitions and aspects of sustainable development, the importance	of energy to the n	ational economy
	obal climate change.	,	,
51XESRA	Statistical Analysis and Decision-making	KZ	4
JINEOIT		elation analysis) 9	Student will be
	luced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and corr	ciation analysis).	J. G.
Student will be introd	luced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and corr robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field:		
Student will be introduced into the p	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field		
Student will be introc ntroduced into the p nventory, queuing, n	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field		
Student will be introduced into the p nventory, queuing, note that the posteriory is not the posterior of th	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field etwork, simulation.	s: models of linear	r programming,
Student will be introc ntroduced into the p nventory, queuing, n 51XSMR 51XSI	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field etwork, simulation. Statistical Methods for Decision Making	s: models of linear	programming, 4 4
Student will be introduced into the p nventory, queuing, n 51XSMR 51XSI Design of primary sy	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field: etwork, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems	s: models of linear	programming, 4 4
Student will be introduced into the p nventory, queuing, n 51XSMR 51XSI Design of primary sy mplementation for d	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field: etwork, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems stem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP means	s: models of linear	programming, 4 4
Student will be introduced into the p nventory, queuing, n 51XSMR 51XSI Design of primary sy mplementation for d 51XEJS	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field: etwork, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems stem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measecision making purposes and results reporting using pivot charts and tables.	KZ KZ sures and dimens	r programming, 4 4 ions design and
Student will be introduced into the ponventory, queuing, no 51XSMR 51XSI Design of primary symplementation for do 51XEJS 51XTS	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field: etwork, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems stem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurementation making purposes and results reporting using pivot charts and tables. Spanish Language	KZ KZ sures and dimens KZ KZ	4 4 4 4
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Student will be introduced into the poventory, queuing, no 51XSMR 51XSI Design of primary symplementation for do 51XEJS 61XTS Retoric provides an verbal communication	robability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field: etwork, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems stem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures making purposes and results reporting using pivot charts and tables. Spanish Language Rhetoric insight into rhetorical skills, voice & Speech speech and pt	KZ KZ sures and dimens KZ KZ rasing. The curric ication, preparatio	4 4 4 culum includes
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Code of the group: PVP-B-EK 6.S.OD16/17

Name of the group: PVP-B-EK 6. semestr od 16/17 prezen ní forma

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

Requirement courses in the group: In this group you have to complete at least 4 courses (at most 8)

Credits in the group: 24

Note on the group:

0.1	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their	0 1 1				
Code	members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C5302	Managerial Tools and Calculations	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U16C6102	Presentation Skills	Z	3	0P+2C		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
U77C0005	Selected Industrial Technologies	ZK	3	2P+0C	*	PV
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3	2P+0C	L	PV
U88E0205	Foreign Experience	Z	6	0P+4C		PV
U63C5401	Data Processing and Information Security	Z,ZK	6	2P+2C	L	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-B-EK 6.S.OD16/17 Name=PVP-B-EK 6. semestr od 16/17 prezen ní forma

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
-	SH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations		
•	staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS		ngineering. Fire
	the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.	-	·
J04E0202	Business Correspondence	ZK	3
	to help students write better emails in English as emails are the most common form of written communication. It is aimed at i		
	sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices in		
· ·	ions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective	emails, express th	emselves clear
	e easier to understand. The course also uncovers cultural differences in Czech and English business communication		
J04E0204	Critical Thinking	ZK	3
	of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	-	_
•	cal use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved to the course of the course develops students and the course of the cou	•	
•	the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing ar	nd language skills	developed in th
	across the curriculum.	T	
J16C5402	Design and Brand Management	ZK	3
J65C6101	Grant Management	ZK	3
J16C6101	Etiquette for Managers	ZK	3
ntroduction to all forr	ns of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager	face during busine	ess meetings,
resentations or ever	ts.		
J51C5401	Leadership and Employee Education	Z,ZK	6
he course deals with	approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial ente	rprises.	1
J63C5302	Managerial Tools and Calculations	Z,ZK	6
J16C5401	Marketing Research	Z,ZK	6
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Name of the block: Jazyky

Minimal number of credits of the block: 10

The role of the block: J

Code of the group: 3.S.BEK-JAZ.OD 15/16 Name of the group: 3.s.BEK-cizí jazyk od 15/16 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:

04BJA3

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
04BJF3-1	French Language	Z	2	0P+2C	Z	J
04BJN3-1	German Language 3-1	Z	2	0P+2C		J
04BJR3-1	Russian Language	Z	2	0P+2C	Z	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.BEK-JAZ.OD 15/16 Name=3.s.BEK-cizí jazyk od 15/16

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. 2 04BJA3-1 English Language 3-1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life 04BJF3-1 French Language 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. 04BJN3-1 German Language 3-1 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 04BJR3-1 Russian Language 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 biginners/

false beginners..

O4BJS3-1

Spanish Language 3-1

Z

2

The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

Code of the group: 4.S.BEK-JAZ OD 15/16

English Language 3

Name of the group: 4.s.BEK-cizí jazyk od 15/16

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
04BJA4	English Language 4	Z,ZK	6	0P+4C		J
04BJA4-1	English Language 4-1	Z,ZK	4	0P+2C		J
04BJF4-1	French Language	Z	2	0P+2C	L	J
04BJN4-1	German Language 4-1	Z	2	0P+2C		J
04BJR4-1	Russian Language	Z	2	0P+2C	L	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.BEK-JAZ OD 15/16 Name=4.s.BEK-cizí jazyk od 15/16

04BJA4 | English Language 4 | Z,ZK | 6 |
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 acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

04BJA4-1	English Language 4-1	Z,ZK	4
The course is suitab	e for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spe	eaking and
listening, on understa	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stren	gthening and impr	oving grammar.
All interconnected la	nguage skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
04BJF4-1	French Language	Z	2
The course develops	communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	g and writing. It pro	ovides an
introduction to socio	cultural aspects of present-day France and French-speaking world.		
04BJN4-1	German Language 4-1	Z	2
04BJR4-1	Russian Language	Z	2
04BJS4-1	Spanish Language 4-1	Z	2
The course is suitab	e for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR	: speaking, reading	g, listening and
writing. Students will	familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communica	tive skills. The cou	ırse is designed
EXCLUSIVELY for b	eginners/ false beginners.		

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
	interconnected language skills are submitted to the goal of developing the required level needed for students professional life	fe.	
04BJA2	English Language 2	Z	4
	iitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		g gramma
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		4
04BJA3	English Language 3	Z	4
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		mar. Ali
04BJA3-1	English Language 3-1	 Z	2
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	-	
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
dovoloping lan	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		
04BJA4	English Language 4	Z,ZK	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		•
=	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		9 9
04BJA4-1	English Language 4-1	Z,ZK	4
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	1 ' 1	
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	standing and orientation in a wide-range of tonics in the students' respective protessional and acedemic context, as well as on strength	ening and improving	a aramm
-	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		g gramma
-	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		g gramma
04BJF3-1	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe French Language	essional life.	2
04BJF3-1 The course is suital	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	essional life. Z R: speaking, reading	2 ng, listenir
04BJF3-1 The course is suital and writing. In the o	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profess. French Language ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	essional life. Z R: speaking, reading	2 ng, listenir beginner
04BJF3-1 The course is suital and writing. In the o	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profess French Language ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk French Language	essional life. Z R: speaking, readirills. It is suitable for	2 ng, listenir beginner 2
04BJF3-1 The course is suital and writing. In the o	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profess. French Language ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	essional life. Z R: speaking, readirills. It is suitable for	2 ng, listenir beginner 2
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51EDTB	Online information retrieval and the work with electronic information resources	KZ	2
	ocused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and val		
resources, for acc	quiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and f citation ethics and citation practice incl. citing and creating reference lists.	or acquiring the pr	inciples of
51ES	Economic Statistics	Z,ZK	4
	nomic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide s		
The dubject of Leef	of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seas		a louridation
51FG	Financial Literacy	KZ	4
	Financial agency Investment and financial markets Leasing Old-age pension insurance Insurance companies Management of person		
51ITP	Information Technology and Computer Literacy	Z,ZK	4
Students will learn	how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (wi	th economic and n	nanagerial
applications); to un	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and I	earn how to use th	e functions
for searching, sorting	ng data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source,	as well as large sp	readsheets
541.7	or databases to create more complex types of graphs, create a PivotTable and graphs.	7.71	
51LZ	Human Resources Management	Z,ZK	6
Students will develo	op basic knowledge on personal planning, personal marketing (searching and evaluating new personnel, including methodology and for of work performance and remuneration, outplacementu and forming labour force.	ms or recruitment),	, assesment
51M	Mathematics	Z,ZK	6
	ebra - vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions, derivation, monotony, local ar		_
-	graphs. Basics of integral calculus - indefinite integral, methods of integration, definit integral and applications. Numerical calculation		.0,000,
510P	General Psychology and Psychology of Personality	Z.ZK	6
51PE	Business Economics	Z,ZK	6
51PML	Operational management and logistics	KZ	4
-	evers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their or		•
	nning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact		- 1
,	planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating	0	
· ·	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		
•	ousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure proc ent is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software	•	
logistic manageme	planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle ro		ic resource
51PP1	Law and Business 1	Z,ZK	4
-	Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consec	· '	ent and its
reg	ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -hea	alth and safety	
51PP2	Law and Business 2	Z,ZK	4
	evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), en	-	
and legal requireme	ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partne	rships -companies	with limited
54000	liability -joint stock companies -other companies -international and multinational companies	7 714	
51PPO	Work and Organizational Psychology	Z,ZK	6
	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 modificati		
to work benavior	motivationí, psychological aspects of personnel training, work under pressure. Basic terminology.	on or work benavit	Jui, Work
51PRR	Project Management	Z,ZK	6
	/lanagement. The Evolution Toward Integrated Projects. Alignment of Projects with Organization Strategy. A Project Portfolio Manager		
Effectiveness of th	ne Priority. Choosing the Appropriate Project Management Structure. Implications of Organizational Culture for Organizing Projects. E	stablishing Project	t Priorities.
Responsibility Mat	rices. Estimating Project Times and Costs. Types of Project Constraints. Rationale for Reducing Project Duration. Managing Project To	eams. Managing Ir	nternational
	is will be placed on the functional areas of initiating the project and project planning methodology. Each student is required to comple		- 1
	ess of project management will be outlined and evolving changes in management practices discussed. The course is designed to pro	-	
	skills necessary to manage projects of the enterprise. Tuition suitably links sequence of managerial and technical subject categories a ness and graduation theses requirements. Teaching methods will include lectures, group presentations and discussions of cases as v	•	
51PUC	Business Accounting	Z,ZK	6
	se is introduction to accounting. Double-entry bookkeeping and its principles, balance sheet account, profit and loss account, cash-flow		
	term investment, stock, costs, revenues, International accounting standards, accounting principles. Accounting system.		1 .59
51S	Sociology	Z,ZK	6
	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology		
	Social roles management. The Czech society in 21st century. Sociologic research.		
51TV1	Physical Education 1	Z	0
51TV2	Physical Education 2	Z	0
51UE	Introduction to Economics	Z,ZK	6
	sed on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating	_	- 1
	d macroekonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different mark		
51UV	Introduction to University Studies	Z	4
Content of the sub	pject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subjectives and solf education and solf education.	r:⊬art 1 - adaptatio	on, Part 2
E41/10	ways of studying at universities, Part 3 - education and self-education.	7 71/	1
51VIS	Enterprise Information Systems burse is to teach students how to analyze the value processes within the company in its various departments and between department	Z,ZK	4 represent
	ets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting co	· ·	
	hal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full an	-	-
	tion systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a	_	
	costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.		
51XDM	Grant Management	KZ	4

51XE1ES	Economic Statistics	KZ	4
	nomic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide s	1	
	of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seas		
51XE2ES	Economic Statistics	KZ	4
1	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will pundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the		th a solid
51XEBOZP	Health, Safety and Fire Prevention Principles	KZ	4
	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	1	1
l .	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Er	J	eering. Fire
	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech		
51XED	Introduction to Tax System for Economists	KZ	4
51XEIP	Intercultural Psychology	KZ	4
51XEJN 51XEJS	German Language	KZ	4
51XEJS 51XEM	Spanish Language Etiquette for Managers	KZ KZ	4
	forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac	1	
	presentations or events.	3	3-7
51XEPP	Computer Presentations	KZ	4
	n basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information		
which form to us	e taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and	experience of the a	audience.
51XEPT	Students will learn to apply modern didactic techniques in their presentations. Industrial Technologies	KZ	4
51XESRA	Statistical Analysis and Decision-making	KZ	4
	roduced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and correla	1	
	probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fields: n		
	inventory, queuing, network, simulation.		
51XEZS	Healthy Life Style	KZ	4
51XHT	Technology Assessment	KZ	4
	sment is a complex, multidisciplinary, transdisciplinary and interdisciplinary field on the frontier of philosophy and sociology of techno gnostication. TA is a scientific, interactive and communicative process which aims to contribute to forming public and political opinion o		
Coorionnies and pro	and science development.	11 300iai aspects of	rtccririology
51XKD	Communication Skills	KZ	4
Students get acqua	inted with the principles of communicative and presentation skills, analyse the obtained skills and competencies, receive and provide	feedback using sel	f-evaluation
542/2124	so that they improve their abilities to communicate and perform high quality presentations.	147	
51XNM	Material Science ent state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defor	KZ	4
	e of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and r	-	zation and
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, s	tudents will develo	p their own
	presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy	KZ	4
	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mod		
5,5	using ER diagrams	g	
51XPK	Corporatae Crisis	KZ	4
	urse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	•	
	nportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoura d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications	•	•
Knowledge should	reality and legal regulation.	respecting current	economic
51XSE	Social Aspects of Energetics	KZ	4
The main topic of the	ne course is the presentation of information from a variety of ideological streams in the context of global energy problems of mankind.	he aim is to show	the complex
	elems and to facilitate orientation of students in them. Students will learn about the engineering and economic approaches to the ass		
1	e issue of energy security, for example in connection with the oil crises, with views of socially relevant groups of opinion on the direction I in the EU and the Czech Republic. The course also includes definitions and aspects of sustainable development, the importance of e		
policy implemented	and the debate on global climate change.	inergy to the nation	iai coorioniy
51XSI	Systems Engineering and Information Systems	KZ	4
Design of primary	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	es and dimensions	design and
	implementation for decision making purposes and results reporting using pivot charts and tables.		
51XSMR	Statistical Methods for Decision Making	KZ	4
51XTS	Rhetoric	KZ	4 m includes
1	an insight into rhetorical skills, voice & breath management, understandable articulation/pronunciation, speech speed and phra tion practise based on pre-prepared and impromptu presentations, methods of developing rhetorical skills, target audience identifica	-	
	and language creativity. The course lays the foundations for effective communication training that is then followed up in Social Psychological Psychological Psychological Psychological Psychological Psychological Psychol		
51XZS	Healthy Lifestyle	KZ	4
	ealth, legislation, factors influncing helath, way of living, civilization illnesses, healthy nutrition, work and relaxation, physical and mer		
51ZPM	Basics of Business Management	Z,ZK	6
51ZSV	Basics of Engineering Production	Z,ZK	4
Basic technologie	es of semifinished products production, special technologies of alloying, forming work, welding and thermal parting. Basic information unconventional methods of machining work. Programming, CAD/CAM systems.	on production, fini	isning and
TV1	Physical Education	Z	0
	. nysiou. Europinon	_	

	Dhysical Education		
TV2	Physical Education	Z	0
U00C6101	Bachelor Thesis	Z	6
U00C9901	Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate	Z thesis.	2
U04E0201	Networking in English	ZK	3
	ctical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategic		
	cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busin		
might help with ext	insion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gran and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession	•	t, teamwork
U04E0202	Business Correspondence	ZK	3
	se to help students write better emails in English as emails are the most common form of written communication. It is aimed at interr		_
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more		
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email		elves clearly
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu		
U04E0203	Presentation Skills	ZK	3
•	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in tion skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.	•	
U04E0204	Critical Thinking	ZK	3
The primary obj	ctive of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem	-solving skills. Th	rough the
	ractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved		
decision-making w	h the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum.	guage skills deve	loped in thi
U16C2401	Marketing	Z.ZK	6
	ا Irse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	,	_
-	hereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ	_	_
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
-	on on OSH. EU, 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	_	neering. Fire
U16C5401	tion. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	Z.ZK	6
	Marketing Research course student should be able to define a problem for a research project, to specify the goals and target group, to determine the meth	,	-
	used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and s		_
•	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 fac	e during business	meetings,
	presentations or events.		_
U16C6102	Presentation Skills pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	Z	3
Students will add	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	ii own presentati	UII SKIIIS III
U16C9904	Globalization	Z,ZK	4
	o explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstra		1 -
	on integration processes, economic environment and personal liberty.	te the ellects of G	lobalization
		ite the ellects of g	lobalization
U16C9905	Quality Management	Z,ZK	lobalization 4
U16C9905 U51C5401	. •	Z,ZK	
U51C5401	Quality Management Leadership and Employee Education Durse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus	Z,ZK Z,ZK	4
U51C5401	Leadership and Employee Education	Z,ZK Z,ZK	4
U51C5401 The o U63C4302 The aim is to wider	Leadership and Employee Education ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus Corporate Financial Management and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe	Z,ZK Z,ZK trial enterprises. Z,ZK erformance analys	4 6 6 is. The mai
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U51C5401 The of U63C4302 The aim is to wider emphasis will be p U63C5302 U63C5401 U65C5301 U65C6101 U65C6301 Basic information of U66C0103 U77C0005 U77C9903	Leadership and Employee Education ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus Corporate Financial Management and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as peaced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpris maximize wealth for shareholders. Managerial Tools and Calculations Data Processing and Information Security Labor Law Labor relations - the creation, modification and termination, safety, collective bargaining. Grant Management Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Genesis of International Trade as a Part of Modern Europe Selected Industrial Technologies Production Systems Design	Z,ZK Z,ZK trial enterprises. Z,ZK enformance analys se, increase marke Z,ZK Z,ZK Z,ZK ZK Z	4 6 6 is. The mainer value and 3 3 nportance of 3 4
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