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 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 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

introduction to oniversity Studies				_	
of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Nar	me=1.s.F	BEK-od	10/11 p	ezenčn	í forma
English Language 1				Z	4
le for students of bachelor managerial studies. Seminars cover Business Terminology and Communica	ation Skills a	as well as	grammar. 7	he course	focuses on
e skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of to	topics, on st	trengtheni	ng and imp	oving gran	nmar. All
uage skills are submitted to the goal of developing the required level needed for students'professional li	life.				
Information Technology and Computer Literacy				Z,ZK	4
ow to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced	ed formulas	and funct	ions (with e	conomic ar	nd managerial
erstand and apply absolute / relative cell references, create and format charts. They will learn to work v	with databa	ases in Ex	cel and lear	n how to u	se the functions
g data, using conditional formatting. Students will become familiar with multiple consolidation ranges, a	analyze exte	ernal data	source, as	well as lar	ge spreadsheet
te more complex types of graphs, create a PivotTable and graphs.					
Mathematics				Z,ZK	6
bra - vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions,	s, derivation,	monoton	y, local and	absolut ext	remes,convexity
egral calculus - indefinite integral, methods of integration, definit integral and applications. Numerical c	calculation c	of integral	S.		
General Psychology and Psychology of Personality				Z,ZK	6
Physical Education				Z	0
Physical Education 1				Z	0
Introduction to Economics				Z,ZK	6
$\dot{ m ed}$ on the following subjects: basic economic relations and consequences. Economic aggregates and the	their conseq	quences. (Operating of	the econo	mics according
conomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of produ	Juction. Diffe	erent mark	kets and cor	npetitions.	
Introduction to University Studies				Z	4
ct includes knowledge assisting students in quick and effective adaptation to conditions of university st	studies. Con	tent of the	subject:Pa	rt 1 - adap	ation, Part 2
universities, Part 3 - education and self-education.					
	of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Na English Language 1	of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Name=1.s.l English Language 1 e for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on stage skills are submitted to the goal of developing the required level needed for students'professional life. Information Technology and Computer Literacy ow to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas erstand and apply absolute / relative cell references, create and format charts. They will learn to work with database data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze extended to except the more complex types of graphs, create a PivotTable and graphs. Mathematics Mathematics Ora - vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions, derivation, agral calculus - indefinite integral, methods of integration, definit integral and applications. Numerical calculation of General Psychology and Psychology of Personality Physical Education Physical Education Physical Education 1 Introduction to Economics d on the following subjects: basic economic relations and consequences. Economic aggregates and their consequence includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Consumption behaviour in microeconomics. Theory of production. Differential includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Consumption behaviour of conditions of university studies.	of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Name=1.s.BEK-od	of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Name=1.s.BEK-od 10/11 pr English Language 1 e for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. To skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and imprisage skills are submitted to the goal of developing the required level needed for students professional life. Information Technology and Computer Literacy on to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with earstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and lear of data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as the more complex types of graphs, create a PivotTable and graphs. Mathematics Mathematics Mathematics General Psychology and Psychology of Personality Physical Education Physical Education Physical Education 1 Introduction to Economics on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of conomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and consequences includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject: Pa	of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Name=1.s.BEK-od 10/11 prezenční English Language 1 Z e for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving gran lage skills are submitted to the goal of developing the required level needed for students professional life. Information Technology and Computer Literacy on to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic arrestand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large temore complex types of graphs, create a PivotTable and graphs. Mathematics Mathematics Table and graphs. Mathematics General Psychology and Psychology of Personality Physical Education Z Physical Education Introduction to Economics on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economonomic circle, various economics deconomics and consequences. Economics aggregates and their consequences. Operating of the economonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions. Introduction to University Studies ct includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject:Part 1 - adaptive conditions.

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

Name of the group: 2.s.BEK-od 13/14 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 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 prezencni	torma
04BJA2	English Language 2	Z	4
The course is suitable t	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, spe	eaking and
listening, on understand	ling 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 lang	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 Economic	c Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provi	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	and business includes the following: -labour law, its basis and role within the legal system -labour relations, international cons	equences -employ	ment 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 an	d management.
Social roles manageme	ent. 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 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 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 prezenční forma

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

51PP2 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

Human Resources Management

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

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

ΚZ

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.

517SV Basics of Engineering Production 7.7K

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 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
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 prezenční forma

Project Management Z,ZK 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 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

Operational management and logistics

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.

Work and Organizational Psychology

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.

51VIS **Enterprise Information Systems**

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 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 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	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

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 16/1	7 Name=5.s	.BEK od	16/17 pı	ezenční f	orma
U16C9904	Globalization				Z,ZK	4
The overall aim is to exp	olain globalization as an economic phenomenon and to bring the environment in which the	world economy d	evelops. De	monstrate	the effects of	globalization
on integration processes	s, economic environment and personal liberty.					
U16C9905	Quality Management				Z,ZK	4
U16C2401	Marketing				Z,ZK	6
The Marketing course m	nakes the students familiar with some basic concepts, such as marketing and business stra	tegies, market se	gmentation	, marketing	research, ma	arketing mix
and the application there	of, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing meth	ods and factors,	distribution	policy, type:	s of intermedi	ate distribution
links, marketing distribu	ion 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 and	deepen knowledge and skills in the field of financial engineering instruments, the financing	needs of the co	mpany, as v	vell as perfo	rmance anal	ysis. The main
emphasis will be placed	on understanding the company in its entirety and complexity, particularly with regard to the	basic function o	f the target	enterprise,	increase mar	ket value and
maximize wealth for sha	reholders.					
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 the	sis.	·	· ·	
U77C9903	Production Systems Design				KZ	4
In this course the studer	t is familiar with the goals of the course, which focuses on the systematic increasing of enterp	orise productivity,	achieved th	roug ['] h ratio	nal organizati	onal structure.
The course focuses on t	he elimination of all kinds of wastes from especially the stages of development and defining	processes. Is loc	oking for a s	creening of	different opti	ons to achieve
customer needs with les	s time consumption, lower material requirements and overall capital cost saving. Subject us	es modelling to t	he impleme	ntation of th	e principles o	of lean thinking
into product realization	processes, thereby achieving a competitive advantage.					

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

Name of the group: 6.s.BEK od 16/17 prezenční 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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U00C6101	Bachelor Thesis	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 prezenční forma

		 •		
U00C6101	Bachelor Thesis		Z	6

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 prezenční 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 prezenční forma

reality and legal regulation.

51XDM	Grant Management	KZ	4
51XE2ES	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 p	rovide students v	vith a solid
foundation of descripti	ve statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.		
51XE1ES	Economic Statistics	KZ	4
The subject of Econon	nic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide	e students with a	solid foundation
of descriptive statistics	s, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.		
51XEM	Etiquette for Managers	KZ	4
Introduction to all form	is of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fa	ce during busine	ss meetings,
presentations or event	s.		
51XHT	Technology Assessment	KZ	4
Technology Assessme	ent is a complex, multidisciplinary, transdisciplinary and interdisciplinary field on the frontier of philosophy and sociology of techn	nology and has cl	ose relation to
	ostication. TA is a scientific, interactive and communicative process which aims to contribute to forming public and political opinion	n on social aspec	ts of technology
and science developm			
51XEIP	Intercultural Psychology	KZ	4
51XKD	Communication Skills	KZ	4
Students get acquainte	ed with the principles of communicative and presentation skills, analyse the obtained skills and competencies, receive and provice	de feedback using	g self-evaluation
so that they improve the	neir abilities to communicate and perform high quality presentations.		
51XNM	Material Science	KZ	4
History and present st	ate of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defo	rmation, recrysta	llization and
fracture of materials, s	structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous	metals.	
51XEJN	German Language	KZ	4
51XEPP	Computer Presentations	KZ	4
Students will learn bas	sics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present inform	ation and results	of their work,
which form to use taki	ng into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and e	experience of the	audience.
Students will learn to a	apply modern didactic techniques in their presentations.		
51XPK	Corporatae Crisis	KZ	4
The aim of the course	is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	e a natural phend	omenon in the
economy. It is importa	nt for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourab	le corporate deve	lopment
Knowledge should be	in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications	respecting curre	nt economic

51XPD	Presentation Skills	KZ	4
Students will learn ho	w people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In additior	n, students will dev	elop their own
presentation skills. St	udents will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System	KZ	4
undamental terms, i	nformation systems architecture, basic types of software applications for information system of enterprise, information system l	ifecycle, approach	es to information
ystem development,	management information systems, web audit, business process modeling using BPMN, UML and others, information system r	modeling - UML ar	d data modeli
ısing ER diagrams			
1XEPT	Industrial Technologies	KZ	4
1XSE	Social Aspects of Energetics	KZ	4
he main topic of the	course is the presentation of information from a variety of ideological streams in the context of global energy problems of manki	nd. The aim is to s	now the compl
ature of the problem	s and to facilitate orientation of students in them. Students will learn about the engineering and economic approaches to the a	ssessment of stoc	ks of primary
nergy sources, the is	ssue of energy security, for example in connection with the oil crises, with views of socially relevant groups of opinion on the dir	rection of energy p	olicy, the curre
olicy implemented in	the EU and the Czech Republic. The course also includes definitions and aspects of sustainable development, the importance	of energy to the n	ational econor
nd the debate on glo	obal climate change.		
1XESRA	Statistical Analysis and Decision-making	KZ	4
		'	Neudont will bo
_	uced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and corr	elation analysis). S	student will be
tudent will be introd	uced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and corr obability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field		
student will be introduced into the pr	obability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following field		
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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 prezenční 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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety 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	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 prezenční forma

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U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
	OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations		
	f staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS		ngineering. Fire
protection. The law o	n the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equ	uipment.	
U04E0202	Business Correspondence	ZK	3
	e 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 r		
	sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e be easier to understand. The course also uncovers cultural differences in Czech and English business communication	emails, express the	mselves clearly
U04E0204	Critical Thinking	ZK	3
	e of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble		_
	ical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	-	_
· · · · · · · · · · · · · · · · · · ·	the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing an		
-	d across the curriculum.	ia iangaago omio t	aovolopou iii tiiit
U16C5402	Design and Brand Management	ZK	3
U65C6101	Grant Management	ZK	3
	·		
U16C6101	Etiquette for Managers	ZK	3
	ms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager	face during busine	ss meetings,
presentations or ever		7.71	
U51C5401	Leadership and Employee Education	Z,ZK	6
	h approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter		
U63C5302	Managerial Tools and Calculations	Z,ZK	6
111605101		7 71/	6
01605401	Marketing Research	Z,ZK	U
	rse student should be able to define a problem for a research project, to specify the goals and target group, to determine the m	nethod and technic	ue of solving
At the end of the couproblems from the us	rse student should be able to define a problem for a research project, to specify the goals and target group, to determine the model procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign a	nethod and technic	ue of solving
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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	The standards of the standard control of the standard	The	 *
	for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing language	skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gran	nmar. All
interconnected langua	ge 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	for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course	focuses on
developing language	skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gran	nmar. All
interconnected langua	ge skills are submitted to the goal of developing the required level needed for students' professional life.		
04BJF3-1	French Language	Z	2
The course is suitable	for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the C	CEFR: speaking, i	eading, listening
and writing. In the cou	rse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative	e skills. It is suitab	le for beginners.
04BJN3-1	German Language 3-1	Z	2
The course is suitable	for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the C	CEFR: speaking, i	eading, listening
and writing. In the cour	se, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skill	ls. It is suitable for	pre-intermediate
students.			
04BJR3-1	Russian Language	Z	2
The course is suitable	for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spe	eaking, reading, li	stening and
writing. Students will fa	amiliarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicati	ve skills. It is suita	ble for biginners/
false beginners	- -		· ·
04BJS3-1	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 readi	ng 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

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:

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
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	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	beaking and
listening, on understand	ding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	gthening and imp	proving grammar.
All interconnected lang	uage 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
	ble for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading	· '	ng and
	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		_
•	anguage 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 develop	os communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening an	nd writing. It provide	es an
introduction to socio	ocultural 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	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: spi	l l	
	Il familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative		•
•		SMIIS. THE COURSE	is designed
EXCLUSIVELY for b	beginners/ false beginners.		
	List of sources of this wass.		
	List of courses of this pass:		
Code	List of courses of this pass: Name of the course	Completion	Credits
Code 04BJA1		Completion Z	Credits
04BJA1	Name of the course	Z	4
04BJA1 The course is sui	Name of the course English Language 1	Z mar. The course foo	4 cuses on
04BJA1 The course is sui	Name of the course English Language 1 itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramm	Z mar. The course foo	4 cuses on
04BJA1 The course is sui	Name of the course English Language 1 itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammuage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening are interconnected language skills are submitted to the goal of developing the required level needed for students professional life.	Z mar. The course foo	4 cuses on
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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.

O4BJF3-1

French Language

Z
2

04BJF3-1 | French Language Z | 2
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening

and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

O4BJF4-1

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 and writing. It provides an

introduction to sociocultural aspects of present-day France and French-speaking world.

04BJN3-1 | German Language 3-1 | Z | 2

The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.

 04BJN4-1
 German Language 4-1
 Z
 2

 04BJR3-1
 Russian Language
 Z
 2

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

 04BJR4-1
 Russian Language
 Z
 2

 04BJS3-1
 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.

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.

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 for 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 si	· · · · · ·	
The dubject of Lee.	of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the season		a louriduilori
51FG	Financial Literacy	KZ	4
Banking I	Financial agency Investment and financial markets Leasing Old-age pension insurance Insurance companies Management of person	al and family budg	et
51ITP	Information Technology and Computer Literacy	Z,ZK	4
	n how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with		•
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn to work with learn to w		
for searching, sorti	ng data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, and tables on the constant of the const	as well as large sp	readsheets
51LZ	or databases to create more complex types of graphs, create a PivotTable and graphs.	Z,ZK	6
	Human Resources Management pp basic knowledge on personal planning, personal marketing (searching and evaluating new personnel, including methodology and fori		-
Cladorilo Will dovoic	of work performance and remuneration, outplacementu and forming labour force.	no or rooralimont,	, accomoni
51M	Mathematics	Z,ZK	6
Basics of linear alg	ebra - vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions, derivation, monotony, local ar		s,convexity,
(graphs. Basics of integral calculus - indefinite integral, methods of integration, definit integral and applications. Numerical calculation of	of integrals.	
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51PE	Business Economics	Z,ZK	6
51PML	Operational management and logistics	KZ	4
	overs many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their control of the control		- 1
	nning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact of		٠. ا
	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	_	
	ousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure processing.	-	
logistic manageme	ent is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software		e resource
	planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle ro		
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 conseq ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -heat	· ·	eni and its
51PP2	Law and Business 2	Z,ZK	4
Course content: -de	evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), en	terpreneur -busine	ss relations
	ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partner	-	
and legal requireme	ents -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	ships -companies	with limited
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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	onality.	
51XE2ES	Economic Statistics	KZ	4
1	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will payable of descriptive statistics, regression and expression		th a solid
51XEBOZP	oundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the 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	
l .	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Er	•	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 KZ	4
51XEJN 51XEJS	German Language Spanish Language	KZ	4
51XEM	Etiquette for Managers	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.		
51XEPP	Computer Presentations	KZ	4
	n basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present informate taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and		
William to us	Students will learn to apply modern didactic techniques in their presentations.	experience of the a	addierice.
51XEPT	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	• •	
introduced into the	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fields: n inventory, queuing, network, simulation.	nodels of linear pro	gramming,
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		
economics and pro	gnostication. TA is a scientific, interactive and communicative process which aims to contribute to forming public and political opinion of	on social aspects of	f technology
E1VKD	and science development.	KZ	4
51XKD Students get acqua	Communication Skills inted with the principles of communicative and presentation skills, analyse the obtained skills and competencies, receive and provide		
	so that they improve their abilities to communicate and perform high quality presentations.		
51XNM	Material Science	KZ	4
	ent state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defor	-	zation and
51XPD	e of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and r Presentation Skills	KZ	4
_	resertation Skills how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, s		
	presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System	KZ	4
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		
system developmen	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode using ER diagrams	eling - OML and da	ita modeling
51XPK	Corporatae Crisis	KZ	4
The aim of the cou	urse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	•	
	mportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoura	•	•
Knowledge should	d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications reality and legal regulation.	respecting current	economic
51XSE	Social Aspects of Energetics	KZ	4
	ne course is the presentation of information from a variety of ideological streams in the context of global energy problems of mankind.		
	plems 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 impromonitor	and the debate on global climate change.	morgy to the nation	
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
51XSMR	implementation for decision making purposes and results reporting using pivot charts and tables. Statistical Methods for Decision Making	KZ	4
51XTS	Rhetoric	KZ KZ	4
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		
51XZS	Healthy Lifestyle ealth, legislation, factors influncing helath, way of living, civilization illnesses, healthy nutrition, work and relaxation, physical and mer	KZ	4
51ZPM	Basics of Business Management	Z,ZK	6
51ZSV	Basics of Engineering Production	Z,ZK	4
	es of semifinished products production, special technologies of alloying, forming work, welding and thermal parting. Basic information		1 1
	unconventional methods of machining work. Programming, CAD/CAM systems.		_
TV1	Physical Education	Z	0

TV2 U00C6101	Dhysical Education	7	0
	Physical Education	Z	0
	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
	actical 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 exte	ension 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	=	it, teamwork
U04E0202	Business Correspondence	ZK	3
	rse 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 obje	ective 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 wi	th 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.	iguage skills dev	eloped in this
U16C2401		Z.ZK	6
	Marketing urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	,	
•	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type	•	•
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislat	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	s of the employe	e. Risk
	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En	-	neering. Fire
· · · · · · · · · · · · · · · · · · ·	tion. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech		
U16C5401	Marketing Research	Z,ZK	6
	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	=	_
problems nom me	independently and in cooperation with a professional research agency.	olve research pr	obieiris botti
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
	forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac		_
	presentations or events.		
U16C6102			
	Presentation Skills	Z	3
	pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the		
Students will ado	pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	ir own presentat	ion skills in
Students will ado	pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments. Globalization	ir own presentat	on skills in
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U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

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