

Study plan

Name of study plan: B-PM-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: 138

The role of the block: Z

Code of the group: 1.S.BPM-P-OD-12/13

Name of the group: 1.s.BPM od 12/13 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 8 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA1	English Language 1	Z	4	0P+4C		z
51OP	General Psychology and Psychology of Personality	Z,ZK	6	3P+1C	Z	z
51R	Rhetoric and Communication Skills	Z,ZK	4	2P+2C		z
51RLZ	Human Resources Management	Z,ZK	4	2P+1C	Z	z
TV1	Physical Education	Z	0	0+2	Z	z
51TV1	Physical Education 1	Z	0	0P+2C		z
51UEK	Introduction to Economics	Z,ZK	4	2P+2C		z
51UM	Introduction to Mathematics	Z,ZK	4	2P+2C		z
51UV	Introduction to University Studies	Z	4	2P+1C	Z	z

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

04BJA1	English Language 1	Z	4
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51R	Rhetoric and Communication Skills	Z,ZK	4
51RLZ	Human Resources Management	Z,ZK	4
Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.			
TV1	Physical Education	Z	0
51TV1	Physical Education 1	Z	0
51UEK	Introduction to Economics	Z,ZK	4
The course is focused on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economics according to so called macroeconomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions.			
51UM	Introduction to Mathematics	Z,ZK	4
51UV	Introduction to University Studies	Z	4
Content of the subject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject:Part 1 - adaptation, Part 2. - ways of studying at universities, Part 3 - education and self-education.			

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

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

Credits in the group: 26

Note on the group:

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

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

04BJA2	English Language 2	Z	4
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
51PPP1	Law and Business 1	Z,ZK	3
51SOP	Social Psychology	Z,ZK	6
51S	Sociology	Z,ZK	6
Content of the course is focused especially on the following topics: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.			
TV2	Physical Education	Z	0
51PDTB	Searching Library Databases	KZ	2
This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and 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.			
51PZPM	Basics of Business Management	Z,ZK	5

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

Name of the group: 3.s.BPM-od 14/15 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 7 courses

Credits in the group: 26

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
51PFG	Financial Literacy	KZ	3	2P+1C		z
51VC	Appraisal and Performance Management and Controlling	KZ	4	2P+1C	Z,L	z
51LR	Leadership and talent management	Z,ZK	4	2P+1C		z
51PMNP	Managerial Tools and Calculations	Z,ZK	3	2P+2C		z
51PM	HR Management	Z,ZK	4	2P+2C	3	z
51PV	Corporate Education	Z,ZK	4	2P+1C	Z	z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	z

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

51PFG	Financial Literacy	KZ	3
Subject Financial literacy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but also businesses, communities and the state.			
51VC	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			

51LR	Leadership and talent management	Z,ZK	4
Leadership and Talent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Comparative analysis of methods for managing key competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management thereof and facilitation, a tool that supports teamwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energization and synergetic effects. Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's key goals.			
51PMNP	Managerial Tools and Calculations	Z,ZK	3
The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.			
51PM	HR Management	Z,ZK	4
As part of corporate management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising people and interlinking their work, as well as exploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company and their colleagues, personal satisfaction they get out of their work and various aspects of personal and social development.			
51PV	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
51PP2	Law and Business 2	Z,ZK	4
Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), entrepreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies			

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

Name of the group: 4.s.BPM-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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
51ITPGR	Information Technology and Computer Literacy	Z,ZK	4	1P+2C		z
51PIS	Human Resource Information Systems	Z	4	2P+1C	L	z
51PPO	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	z
51SRL	Strategic Human Resource Management and Development	Z,ZK	6	3P+1C		z

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

51ITPGR	Information Technology and Computer Literacy	Z,ZK	4
Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.			
51PIS	Human Resource Information Systems	Z	4
The course enables students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, required by employers to fulfill the obligations arising from legislation and to ensure human resource management in the organization.			
51PPO	Work and Organizational Psychology	Z,ZK	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 motivation, psychological aspects of personnel training, work under pressure. Basic terminology.			
51SRL	Strategic Human Resource Management and Development	Z,ZK	6
Strategic HR Management and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum management of HR education and development and subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative development and use of such knowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's competitiveness.			

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

Name of the group: 5.s.BPM 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U16C5405	Health, Safety and Fire Prevention Principles	ZK	3	2P+0C	L	z
U51C9904	Mental Health and Stress	Z	3	2P+1C		z
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	z
U16C2401	Marketing <i>Petra Jílková Petra Jílková</i>	Z,ZK	6	2P+2C	Z,L	z
U16C9917	New Trends in HR Management	Z,ZK	6	3P+1C		z
U00C9901	Project of Bachelor Thesis	Z	2	1P+0C		z
U16C9923	Project Management	Z,ZK	6	2P+2C		z

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

U16C5405	Health, Safety and Fire Prevention Principles	ZK	3
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
U51C9904	Mental Health and Stress	Z	3
U16C9904	Globalization	Z,ZK	4
The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization on integration processes, economic environment and personal liberty.			
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C9917	New Trends in HR Management	Z,ZK	6
The course enables students to learn of new trends in managing and leading people in organizations.			
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.			
U16C9923	Project Management	Z,ZK	6
The aim of this subject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and actual know how for practicing project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.			

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

Name of the group: 6.s.BPM od 16/17 prezen ní studium

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) <i>Tutors, authors and guarantors (gar.)</i>	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.BPM-P OD 16/17 Name=6.s.BPM od 16/17 prezen ní studium

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

Minimal number of credits of the block: 32

The role of the block: PV

Code of the group: PVP-B-PM OD 14/15

Name of the group: PVP-B-PM od 14/15 prezen ní forma

Requirement credits in the group: In this group you have to gain 8 credits

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

Credits in the group: 8

Note on the group:

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

Characteristics of the courses of this group of Study Plan: Code=PVP-B-PM OD 14/15 Name=PVP-B-PM od 14/15 prezen ní forma

51XBCCAJ	Business Correspondence and Communication	KZ	4
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand.			
51XDBM	Design and Brand Management	KZ	4
51XPDM	Grant Management	KZ	4
51XPNES	Economics Statistics	Z,ZK	4
51XPES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			

51XP2ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XP1ES	Economic Statistics	KZ	4
The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.			
51XES	Economic Statistics	KZ	4
Students will learn to use tools of descriptive statistics, tools of regressive and corelation analyses, index analyses,time series analyses and other basic statistic tools.			
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XIP	Intercultural Psychology	KZ	4
Main world culture characteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted model of national cultures Etique and etiquet in intercultural management Charakteristics of selected national cultures and their comparison			
51XPKM	Knowledge Management	KZ	4
Knowledge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organizations .			
51XKMAJ	Knowledge Managemen in English Language	KZ	4
51XPLG	Logistics	KZ	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.			
51XMKV	Quality Management for Human Resources Managers	KZ	4
A systemic approach to ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical tools managing and improving quality. Requirements of international standard ISO 9001 (the current version) quality management systems . Types of audits in systems management , collaboration with certification and consulting companies. Preparation, implementation and evaluation of internal audit management system . Presentation of examples of established quality management systems . EFQM (European Quality Award) for quality assessment.			
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XNM	Material Science	KZ	4
History and present state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, deformation, recrystallization and fracture of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous metals.			
51XPJN	German Language	KZ	4
51XNEAJ	Networking in English	KZ	4
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
51XEPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking 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.			
51XPPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking 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.			
51XPU	Accounting	KZ	4
Accounting gives total overview about the creation, the content and the usage of financial information from financial reports on various levels in every company. This is, of course, the necessary base for understanding common financial terms and for daily work with them in all companies without regard of working position of the employee.			
51XPPD	Presentation Skills	KZ	4
51XPD	Presentation Skills	KZ	4
Students will learn how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, students will develop their own presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".			
51XPPMLG	Operational Management and Logistics	KZ	4
Problem areas include: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of improving productivity, recent trends for logistical systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the manufacturing business plan, decision making in production management, using forecast information in production system, value analysis introduction, processes of manufacturing standardization, material resources and capacity planning, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises. Each student is required to complete the terminal assignment.			
51XPPT	Industrial Technologies	KZ	4
51XPSMP	HR Statistical Techniques	KZ	4
The subject ?Statistical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests.			
51XPNSMP	HR Statistical Techniques	Z,ZK	4
The Bc course in Statistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design od experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.			

51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XSMR	Statistical Methods for Decision Making	KZ	4
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XPJS	Spanish Language	KZ	4
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XZVK	Basics of Visual Communication	KZ	4
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles	KZ	4
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPZS	Healthy Lifestyle	KZ	4

Code of the group: PVP-B-PM 6.S.OD16/17

Name of the group: PVP-B-PM 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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U16C5402	Design and Brand Management <i>Petra Jílková</i>	ZK	3	2P+0C		PV
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U16C2301	Logistics	ZK	3	2P+0C	L	PV
U16C6301	Quality Management	ZK	3	1P+1C	L	PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U63C3101	Statistics 1	Z,ZK	6	2P+2C		PV
U63C3301	Accounting <i>Theodor Beran Theodor Beran</i>	Z,ZK	6	2P+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-PM 6.S.OD16/17 Name=PVP-B-PM 6. semestr od 16/17 prezen ní forma

U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U16C5402	Design and Brand Management	ZK	3
U65C6101	Grant Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U16C2301	Logistics	ZK	3

U16C6301	Quality Management	ZK	3
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U04E0201	Networking in English	ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3
U88E0205	Foreign Experience	Z	6
U63C5401	Data Processing and Information Security	Z,ZK	6

Name of the block: Jazyky

Minimal number of credits of the block: 10

The role of the block: J

Code of the group: 3.S.BPM-JAZ.OD 15/16

Name of the group: 3.s.BPM 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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
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.BPM-JAZ.OD 15/16 Name=3.s.BPM cizí jazyk od 15/16

04BJA3	English Language 3	Z	4
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			

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 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	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.			
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.			
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 beginners/ 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, 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.BPM-JAZ OD 15/16

Name of the group: 4.s.BPM-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) <i>Tutors, authors and guarantors (gar.)</i>	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.BPM-JAZ OD 15/16 Name=4.s.BPM-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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
04BJA4-1	English Language 4-1	Z,ZK	4
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
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 and writing. It provides an introduction to sociocultural 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 suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	Z	4
04BJA2	English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.	Z	4
04BJA3	English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	Z	4
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.	Z	2
04BJA4	English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.	Z,ZK	6
04BJA4-1	English Language 4-1 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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.	Z,ZK	4
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.	Z	2
04BJF4-1	French Language 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.	Z	2
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.	Z	2
04BJN4-1	German Language 4-1	Z	2
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 beginners/ false beginners..	Z	2
04BJR4-1	Russian Language	Z	2
04BJS3-1	Spanish Language 3-1 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.	Z	2
04BJS4-1	Spanish Language 4-1 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.	Z	2
51ITPGR	Information Technology and Computer Literacy Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.	Z,ZK	4
51LR	Leadership and talent management Leadership and Talent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Comparative analysis of methods for managing key competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management thereof and facilitation, a tool that supports teamwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energization and synergetic effects. Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's key goals.	Z,ZK	4
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51PDTB	Searching Library Databases 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 station ethics and station practice incl. citing and creating reference lists.	KZ	2

51PFG	Financial Literacy	KZ	3
Subject Financial literacy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but also businesses, communities and the state.			
51PIS	Human Resource Information Systems	Z	4
The course enables students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, required by employers to fulfill the obligations arising from legislation and to ensure human resource management in the organization.			
51PM	HR Management	Z,ZK	4
As part of corporate management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising people and interlinking their work, as well as exploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company and their colleagues, personal satisfaction they get out of their work and various aspects of personal and social development.			
51PMNP	Managerial Tools and Calculations	Z,ZK	3
The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.			
51PP2	Law and Business 2	Z,ZK	4
Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), entrepreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies			
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 motivation, psychological aspects of personnel training, work under pressure. Basic terminology.			
51PPP1	Law and Business 1	Z,ZK	3
51PV	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
51PZPM	Basics of Business Management	Z,ZK	5
51R	Rhetoric and Communication Skills	Z,ZK	4
51RLZ	Human Resources Management	Z,ZK	4
Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.			
51S	Sociology	Z,ZK	6
Content of the course is focused especially on the following topics: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.			
51SOP	Social Psychology	Z,ZK	6
51SRL	Strategic Human Resource Management and Development	Z,ZK	6
Strategic HR Management and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum management of HR education and development and subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative development and use of such knowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's competitiveness.			
51TV1	Physical Education 1	Z	0
51UEK	Introduction to Economics	Z,ZK	4
The course is focused on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating of the economics according to so called macroeconomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets and competitions.			
51UM	Introduction to Mathematics	Z,ZK	4
51UV	Introduction to University Studies	Z	4
Content of the subject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject: Part 1 - adaptation, Part 2. - ways of studying at universities, Part 3 - education and self-education.			
51VC	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			
51XBCCAJ	Business Correspondence and Communication	KZ	4
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand.			
51XDBM	Design and Brand Management	KZ	4
51XEPP	Computer Presentations	KZ	4
Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking 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.			
51XES	Economic Statistics	KZ	4
Students will learn to use tools of descriptive statistics, tools of regressive and correlation analyses, index analyses, time series analyses and other basic statistic tools.			
51XIP	Intercultural Psychology	KZ	4
Main world culture characteristics International dimension in management Cultural differences in management - trade, human resources Hofstede model of national cultures Etiquette and etiquet in intercultural management Characteristics of selected national cultures and their comparison			

51XKMAJ	Knowledge Management in English Language	KZ	4
51XMKV	Quality Management for Human Resources Managers A systemic approach to ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical tools managing and improving quality. Requirements of international standard ISO 9001 (the current version) quality management systems . Types of audits in systems management , collaboration with certification and consulting companies. Preparation, implementation and evaluation of internal audit management system . Presentation of examples of established quality management systems . EFQM (European Quality Award) for quality assessment.	KZ	4
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XNEAJ	Networking in English Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.	KZ	4
51XNM	Material Science History and present state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, deformation, recrystallization and fracture of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous metals.	KZ	4
51XP1ES	Economic Statistics The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.	KZ	4
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XP2ES	Economic Statistics The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.	KZ	4
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.	KZ	4
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPD	Presentation Skills Students will learn how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, students will develop their own presentation skills. Students will present their skills using videot techniques and get feedback, "peer-review".	KZ	4
51XPDM	Grant Management	KZ	4
51XPES	Economic Statistics The subject of ?Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.	KZ	4
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XPJN	German Language	KZ	4
51XPJS	Spanish Language	KZ	4
51XPKM	Knowledge Management Knowledge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organizations .	KZ	4
51XPLG	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.	KZ	4
51XPNES	Economics Statistics	Z,ZK	4
51XPNSMP	HR Statistical Techniques The Bc course in Statistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design of experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.	Z,ZK	4
51XPPD	Presentation Skills	KZ	4
51XPPMLG	Operational Management and Logistics Problem areas include: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of improving productivity, recent trends for logistical systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the manufacturing business plan, decision making in production management, using forecast information in production system, value analysis introduction, processes of manufacturing standardization, material resources and capacity planning, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises. Each student is required to complete the terminal assignment.	KZ	4
51XPPP	Computer Presentations Students will learn basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information and results of their work, which form to use taking 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.	KZ	4

51XPPT	Industrial Technologies	KZ	4
51XSPMP	HR Statistical Techniques	KZ	4
The subject ?Statistical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course will provide students with a solid foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests.			
51XPU	Accounting	KZ	4
Accounting gives total overview about the creation, the content and the usage of financial information from financial reports on various levels in every company. This is, of course, the necessary base for understanding common financial terms and for daily work with them in all companies without regard of working position of the employee.			
51XPZS	Healthy Lifestyle	KZ	4
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XSMR	Statistical Methods for Decision Making	KZ	4
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XZVK	Basics of Visual Communication	KZ	4
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C6101	Bachelor Thesis	Z	6
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.			
U04E0201	Networking in English	ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U16C5402	Design and Brand Management	ZK	3
U16C5405	Health, Safety and Fire Prevention Principles	ZK	3
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U16C6301	Quality Management	ZK	3
U16C9904	Globalization	Z,ZK	4
The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization on integration processes, economic environment and personal liberty.			
U16C9917	New Trends in HR Management	Z,ZK	6
The course enables students to learn of new trends in managing and leading people in organizations.			
U16C9923	Project Management	Z,ZK	6
The aim of this subject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and actual know how for practicing project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.			
U51C9904	Mental Health and Stress	Z	3
U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			

U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U63C5401	Data Processing and Information Security	Z,ZK	6
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

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

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