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

4	= 4 O D		$\overline{}$						•••		: :	1	
ļ	interconnected language	terconnected language skills are submitted to the goal of developing the required level needed for students'professional life.											
	developing language ski	ills - reading,	writing,	speaking a	and liste	ening, o	n underst	andin	g and orientation in a wide-range of topics, on streng	ythening a	and improving grai	nmar. All	
ı	The course is suitable for	or students of	bachelo	r manager	rial stuc	lies. Se	minars co	ver Bu	usiness Terminology and Communication Skills as w	ell as gra	mmar. The course	focuses on	
	04BJA1	English La	angua	ge 1								4	

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.

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

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

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

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

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

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

0/B IA2

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

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

0 100/ 12	English Language 2	. - ,	' '
The course is suitable for	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, sp	eaking and
listening, on understand	ing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	gthening and imp	roving grammar.
All interconnected langu	age skills are submitted to the goal of developing the required level needed for students' academic and professional life.		

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

Content of the course is focused especially on the following topics: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.

TV2	Physical Education	Z	0
51PDTB	Searching Library Databases	KZ	2

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

51PZPM

Basics of Business Management

Z,ZK

5

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

English Language 2

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
51PFG	Financial Literacy	KZ	3	2P+1C		Z
51VC	Appraisal and Performance Management and Controlling	KZ	4	2P+1C	Z,L	Z
51LR	Leadership and talent management	Z,ZK	4	2P+1C		Z
51PMNP	Managerial Tools and Calculations	Z,ZK	3	2P+2C		Z
51PM	HR Management	Z,ZK	4	2P+2C	3	Z
51PV	Corporate Education	Z,ZK	4	2P+1C	Z	Z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	Z

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

51PFG	Financial Literacy	KZ	3
Subject Financial literac	by is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, t	out also businesse	es, 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

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

51PMNP Managerial Tools and Calculations Z,ZK

The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.

51PM HR Management Z.ZK

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

51PV Corporate Education Z.ZK

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

Law and Business 2

Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), enterpreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies

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

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

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

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

Credits in the group: 20 Note on the group:

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

Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.

Human Resource Information Systems

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

51PPO Work and Organizational Psychology Z,ZK

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

51SRL

Strategic Human Resource Management and Development

Z,ZK

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

Code of the group: 5.S.BPM-P OD 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) Tutors, authors and guarantors (gar.)	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	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

J16C5405	Health, Safety and Fire Prevention Principles	ZK	3
Basic legislation on C	ISH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations	of the employee.	Risk
prevention.Training o	staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS	, Environmental E	ngineering. Fire
protection. The law o	nthe protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equ	ipment.	
J51C9904	Mental Health and Stress	Z	3
J16C9904	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. Demon	strate the effects	of globalization
on integration proces	ses, economic environment and personal liberty.		
J16C2401	Marketing	Z,ZK	6
	Marketing e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	1 '	
The Marketing course	1 9	rketing research,	marketing mix
The Marketing course and the application the	makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research,	marketing mix
The Marketing course and the application the	makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	rketing research,	marketing mix
The Marketing course and the application th inks, marketing distri J16C9917	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic bution systems, marketing communications and new trends in marketing.	rketing research, cy, types of interme	marketing mix
The Marketing course and the application th inks, marketing distri J16C9917	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic bution systems, marketing communications and new trends in marketing. New Trends in HR Management	rketing research, cy, types of interme	marketing mix
The Marketing cours and the application th inks, marketing distri J16C9917 The course enables of J00C9901	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, magnetic, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy bution systems, marketing communications and new trends in marketing. New Trends in HR Management tudents to learn of new trends in managing and leading people in organizations.	rketing research, cy, types of interme	marketing mix
The Marketing cours and the application th inks, marketing distri J16C9917 The course enables of J00C9901	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, makereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policipution systems, marketing communications and new trends in marketing. New Trends in HR Management tudents to learn of new trends in managing and leading people in organizations. Project of Bachelor Thesis	rketing research, cy, types of interme	marketing mix
The Marketing course and the application the inks, marketing distributed by the course enables of J00C9901 The Project of the the J16C9923	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, make report, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy bution systems, marketing communications and new trends in marketing. New Trends in HR Management tudents to learn of new trends in managing and leading people in organizations. Project of Bachelor Thesis siss addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.	rketing research, by, types of intermed Z,ZK	marketing mix diate distribution 6 2

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) 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.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) Tutors, authors and guarantors (gar.)	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 Managemen in English Language	KZ	4	2P+0C		PV
51XPLG	Logistics	KZ	4	2P+1C		PV
51XMKV	Quality Management for Human Resources Managers	KZ	4	2P+1C		PV
51XP2MNP	Managerial Tools and Calculations	KZ	4	2P+1C		PV
51XP3MNP	Managerial Tools and Calculations	KZ	4	2P+1C		PV
51XNM	Material Science	KZ	4	2P+1C	L	PV
51XPJN	German Language	KZ	4	0P+3C		PV
51XNEAJ	Networking in English	KZ	4	0P+2C		PV
51XEPP	Computer Presentations	KZ	4	0P+3C	L	PV
51XPPP	Computer Presentations	KZ	4	0P+3C		PV
51XPU	Accounting	KZ	4	2P+1C		PV
51XPPD	Presentation Skills	KZ	4	0P+3C		PV
51XPD	Presentation Skills	KZ	4	0P+3C	L	PV
51XPPMLG	Operational Management and Logistics	KZ	4	2P+1C		PV
51XPPT	Industrial Technologies	KZ	4	2P+1C		PV
51XPSMP	HR Statistical Techniques	KZ	4	2P+1C		PV
51XPNSMP	HR Statistical Techniques	Z,ZK	4	2P+1C		PV
51XP2SMR	Statistical Methods for Decision Making	KZ	4	2P+1C		PV
51XSMR	Statistical Methods for Decision Making	KZ	4	2P+1C		PV
51XP1SMR	Statistical Methods for Decision Making	KZ	4	2P+1C		PV
51XPJS	Spanish Language	KZ	4	0P+3C		PV
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4	2P+0C		PV
51XZVK	Basics of Visual Communication	KZ	4	2P+0C		PV
51XPZSO	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XP2ZSO	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XZSO	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XPZS	Healthy Lifestyle	KZ	4	2P+1C		PV

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

E4VDDM	Design and Design Management	1/7	4
and their writing will be	easier to understand.		
such as fixed expression	ns, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective ϵ	mails, express the	mselves clearly,
level, and consists of se	ssions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices i	nore conventional	language areas,
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 i	ntermediate or upr	er-intermediate
51XBCCAJ	Business Correspondence and Communication	KZ	4

51XDBM	Design and Brand Management	KZ	4
51XPDM	Grant Management	KZ	4
51XPNES	Economics Statistics	Z,ZK	4
51XPES	Economic Statistics	KZ	4
The publicat of 2Econor	in Statistics? is eriented an maggurament of economic events at microsconomic and magraconomic level. This course will	nrovido studente	with a colid

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
•	nic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will	provide students v	with a solid
51XP1ES	e statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality. Economic Statistics	KZ	4
	ic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will		
•	e statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seasonality.		
51XES	Economic Statistics	KZ	4
Students will learn to us	e tools of descriptive statistics, tools of regressive and corelation analyses, index analyses,time series analyses and other be	asic statistic tools	•
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XIP	Intercultural Psychology	KZ	4
	acteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted m	nodel of national o	ultures Etique
	ral management Charakteristics of selected national cultures and their comparison	147	
	Knowledge Management	KZ	4
	at deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness of organi		4
51XKMAJ 51XPLG	Knowledge Managemen in English Language	KZ KZ	4
	Logistics many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find the		•
· -	and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impa		-
· · · · · ·	ning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluation		
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. Th	is involves
	ation for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure	-	-
	g, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and advantage of service they want and to ensure process and the service they want and to ensure process and the service they want and to ensure process and the service they want and to ensure process and the service they want and to ensure process and the service they want and to ensure process and the service they want and to ensure process and the service they want and the service they want are serviced to the service the service they want and the service they want are serviced to the service they want and the service the service they want and the service they want and the service the service they want and the service they want and the service th	=	
-	about understanding the impact of customized logistical designs on overall performance. Students will apply advanced softw ear programming problems, capacity analysis of production systems, distribution planning and vehicle routing.	are tools for enter	prise resource
51XMKV	Quality Management for Human Resources Managers	KZ	4
	ensure quality management - the history, theory and practice, principles and terminology. Simple statistical and analytical		
	international standard ISO 9001 (the current version) quality management systems. Types of audits in systems manageme		
and consulting compani	es. Preparation, implementation and evaluation of internal audit management system. Presentation of examples of establish	ned quality manag	ement systems
. EFQM (European Qua	ality Award) for quality assessment.		
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XNM	Material Science	KZ	4
	e of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defe	=	allization and
	ucture and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and nonferrous		4
51XPJN	German Language	KZ	4
	, ,		4
51XNEAJ	Networking in English	KZ	4
51XNEAJ Focusing on the practical	Networking in English all communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and stra	KZ tegies of effective	and appropriate
51XNEAJ Focusing on the practica business communication	Networking in English	KZ tegies of effective th people who mig	and appropriate tht help with
51XNEAJ Focusing on the practica business communication extension and developm	Networking in English all communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strain, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with	KZ tegies of effective th people who mig	and appropriate tht help with
51XNEAJ Focusing on the practical business communication extension and developm feedback. Practical lang	Networking in English Il communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strain, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with the tof business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development.	KZ tegies of effective th people who mig	and appropriate tht help with
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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
prevention.Training of st	H. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations taff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, he protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	Environmental E	
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:

U16C2301

Logistics

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04E0202	Business Correspondence	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
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	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 t	o help students write better emails in English as emails are the most common form of written communication. It is aimed at ir	ntermediate or up	per-intermediate
level, and consists of se	essions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices n	nore conventional	language areas,
such as fixed expression	ns, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e	mails, express the	emselves 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 f	ace during busine	ess meetings,
presentations or events			ŀ

ZK

3

U16C6301	Quality Management	ZK	3
) U16C5401	Marketing Research	Z,ZK	6
	urse student should be able to define a problem for a research project, to specify the goals and target group, to determine the		
	sed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign		
•	n cooperation with a professional research agency.		
U04E0201	Networking in English	ZK	3
Focusing on the pract	ctical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and si	trategies of effective	and appropriate
	ation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of		
• .	nsion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary an	d grammar develop	ment, teamwork,
	ack. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
U63C4302	Corporate Financial Management	Z,ZK	6
	and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well	•	•
	nced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target en	terprise, increase m	arket value and
maximize wealth for			
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marl	kets. Emphasizing ti	ne importance of
codes of ethics as o	ne of the preventive tools for consumer protection and the cultivation of the consumer market.	717	
codes of ethics as of U04E0203	ne of the preventive tools for consumer protection and the cultivation of the consumer market. Presentation Skills	ZK	3
codes of ethics as of U04E0203 Students will adopt r	ne of the preventive tools for consumer protection and the cultivation of the consumer market. Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strateg	ies in English. Stude	ents will develop
codes of ethics as of U04E0203 Students will adopt retheir own presentation	ne of the preventive tools for consumer protection and the cultivation of the consumer market. Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strateg on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The co	ies in English. Stude	ents will develop
codes of ethics as of U04E0203 Students will adopt their own presentation upper-intermediate I	ne of the preventive tools for consumer protection and the cultivation of the consumer market. Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel.	pies in English. Stude	ents will develop ermediate and
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate IU63C3101	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1	pies in English. Stude ourse is aimed at interest	ents will develop ermediate and
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results are	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set level.	ies in English. Stude purse is aimed at interest. Z,ZK by the teacher at the	ents will develop ermediate and 6 e beginning of
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results are the semester. In the	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1	ies in English. Studiourse is aimed at int Z,ZK by the teacher at the required quality a	ents will develop ermediate and 6 e beginning of nd scale, and
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results are the semester. In the passing the final testions	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set locurse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the	ies in English. Studiourse is aimed at int Z,ZK by the teacher at the required quality a	ents will develop ermediate and 6 e beginning of nd scale, and
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results are the semester. In the passing the final testions	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set I course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the t at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles.	ies in English. Studiourse is aimed at int Z,ZK by the teacher at the required quality a	ents will develop ermediate and 6 e beginning of nd scale, and
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results are the semester. In the passing the final test listed below for the SU63C3301	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set is course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the tat the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part.	burse is aimed at into Z,ZK by the teacher at the required quality a sand practices with Z,ZK	ents will develop ermediate and 6 e beginning of and scale, and hin the topics
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the SU63C3301 The course focuses of	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set is course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the tat the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle Statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting	burse is aimed at into Z,ZK by the teacher at the required quality a sand practices with Z,ZK	ents will develop ermediate and 6 e beginning of and scale, and hin the topics
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the SU63C3301 The course focuses of	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set I course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in that at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. Selected Business Management Issues A-1	burse is aimed at into Z,ZK by the teacher at the required quality a sand practices with Z,ZK	ents will develop ermediate and 6 e beginning of and scale, and hin the topics
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the Study records, understand	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategorn skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The collevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set a course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the tat the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to lassic economic transactions during the accounting cycle and perform basic tasks within the financial statements.	ies in English. Studiourse is aimed at into Z,ZK by the teacher at the required quality a es and practices with Z,ZK perform a simplified	ents will develop ermediate and 6 e beginning of nd scale, and hin the topics 6 form accounting
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codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the Study and the course focuses of records, understand U88E0201 U88E0202	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the tat the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle Statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. Selected Business Management Issues A-1 Selected Business Management Issues A-2	Z,ZK by the teacher at the required quality a es and practices with Z,ZK perform a simplified ZK ZK	ents will develop ermediate and 6 e beginning of nd scale, and hin the topics 6 form accounting 6 6
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the Study and U63C3301 The course focuses or records, understand U88E0201 U88E0202 U88E0203	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strateg on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set if course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. Selected Business Management Issues A-1 Selected Business Management Issues B-1	Z,ZK by the teacher at the required quality as and practices with Z,ZK perform a simplified ZK ZK ZK ZK ZK ZK	ents will develop ermediate and 6 e beginning of nd scale, and hin the topics 6 form accounting 6 6 3
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the Study records, understand U88E0201 U88E0202 U88E0203 U88E0204	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strateg on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set I course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the tat the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. Selected Business Management Issues A-1 Selected Business Management Issues B-1 Selected Business Management Issues B-2	Z,ZK by the teacher at the required quality as and practices with Z,ZK perform a simplified ZK ZK ZK ZK ZK ZK ZK ZK	ents will develop ermediate and 6 e beginning of nd scale, and hin the topics 6 form accounting 6 6 3 3
codes of ethics as of U04E0203 Students will adopt in their own presentation upper-intermediate I U63C3101 The study results and the semester. In the passing the final test listed below for the Study records, understand U88E0201 U88E0201 U88E0203 U88E0204 U77C0005	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategon skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The colevel. Statistics 1 e verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set it course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle statistics I subject. The exam is always written and usually supplemented by the oral part. Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. Selected Business Management Issues A-1 Selected Business Management Issues B-1 Selected Business Management Issues B-2 Selected Industrial Technologies	Z,ZK by the teacher at the required quality as and practices with Z,ZK by the teacher at the required quality as and practices with Z,ZK perform a simplified ZK ZK ZK ZK ZK ZK	ents will develop ermediate and 6 e beginning of nd scale, and hin the topics 6 form accounting 6 6 3 3 3

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

English Language 3

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) 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.BPM-JAZ.OD 15/16 Name=3.s.BPM cizí jazyk od 15/16

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

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.

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

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

04BJN3-1 German Language 3-1 The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students

04BJR3-1 Russian Language

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

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.

Code of the group: 4.S.BPM-JAZ OD 15/16 Name of the group: 4.s.BPM-cizí jazyk od 15/16

French Language

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete at least 1 course (at most 2)

Credits in the group: 6 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA4	English Language 4	Z,ZK	6	0P+4C		J
04BJA4-1	English Language 4-1	Z,ZK	4	0P+2C		J
04BJF4-1	French Language	Z	2	0P+2C	L	J
04BJN4-1	German Language 4-1	Z	2	0P+2C		J
04BJR4-1	Russian Language	Z	2	0P+2C	L	J
04BJS4-1	Spanish Language 4-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=4.S.BPM-JAZ OD 15/16 Name=4.s.BPM-cizí jazyk od 15/16

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 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.

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 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. 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. 04BJN4-1 German Language 4-1 Ζ 2 04BJR4-1 Russian Language 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.

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		ımar. All
0.40.14.0	interconnected language skills are submitted to the goal of developing the required level needed for students'professional li		4
04BJA2	English Language 2	Z	4
	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		
notorning, orr arraor	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	-	ig gramma
04BJA3	English Language 3	Z	4
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional l	ife.	
04BJA3-1	English Language 3-1	Z	2
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		ımar. All
0.45 14.4	interconnected language skills are submitted to the goal of developing the required level needed for students' professional l		
04BJA4	English Language 4	Z,ZK	6
	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		-
iisteriirig, orr urider	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	-	ig graninai
04BJA4-1	English Language 4-1	Z.ZK	4
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	1 '	
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	0. 0. 1	•
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	essional life.	
04BJF3-1	French Language	Z	2
	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEI		_
	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sl	kills. It is suitable fo	r beginners
04BJF4-1	French Language	Z	2
The course dev	relops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	g and writing. It pro	ovides an
0.45 INO.4	introduction to sociocultural aspects of present-day France and French-speaking world.		
04BJN3-1	German Language 3-1 ble for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEI	Z	2
	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. I		
and whang. In the c	students.	tio dullable lei pie i	intormodiati
04BJN4-1	German Language 4-1	Z	2
04BJR3-1	Russian Language	7	2
	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spe	_	_
	rill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative		_
	false beginners		
04BJR4-1	Russian Language	Z	2
04BJS3-1	Spanish Language 3-1	Z	2
The course is suita	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: s	peaking, reading, li	stening and
writing. Students w	rill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	e skills. The course	is designe
	EXCLUSIVELY for beginners/ false beginners.		_
04BJS4-1	Spanish Language 4-1	Z	2
	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: s vill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicativ		_
writing. Students w	EXCLUSIVELY for beginners/ false beginners.	e skiiis. The course	is designed
51ITPGR	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 (w	1 '	ı
	nderstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and		_
for searching, sort	ing data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source,	as well as large sp	oreadsheets
	or databases to create more complex types of graphs, create a PivotTable and graphs.		
51LR	Leadership and talent management	Z,ZK	4
· · · · · · · · · · · · · · · · · · ·	lent Management provides an insight into the specifics of staff leadership with differentiated use of soft and hard management tools. Co	-	
	competences of managers and leaders; leadership as a tool for identification of staff's competences and talents, targeted management		
that supports tear	mwork, mutual trust and responsibility for achieving desirable results, with focus on potential development and staff motivation, energy		etic effects.
5405	Characteristics of a leader as the vision and mission carrier and a strategist pursuing the accomplishment of the organisation's ke		
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51PDTB	Searching Library Databases	KZ	2
	sed on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace		
tor acquiring desir	ed information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring	tne principles of st	ation ethics

and station practice incl. citing and creating reference lists.

51PFG	Financial Literacy	KZ	3
Subject Financial I	iteracy is engaged in the search for the principle of long-term equilibrium in financial management at the level of human families, but	also businesses, c	ommunities
	and the state.		
51PIS	Human Resource Information Systems	Z	4
The course enable	es students to acquire knowledge on principles, practices and technologies for processing of personnel data and personnel records, r the obligations arising from legislation and to ensure human resource management in the organization.	equired by employ	ers to ruilli
51PM	HR Management	Z.ZK	4
_	e management, HR Management is focused on staff management, particularly in terms of recruiting, developing, utilising and organising	,	
	ploring the results of their work, their professional skills and work-related behaviour, their attitude to the work they do, to their company		
	satisfaction they get out of their work and various aspects of personal and social development.		
51PMNP	Managerial Tools and Calculations	Z,ZK	3
_	eted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Con	•	
	applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying manageri Ind step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discusse		
	o assess the suggested solution. The computerized models are used for presentation key principles and features, including key integr	_	
	pared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and		•
	questions and answers to each chapter, in the scope of 77 pp.		
51PP2	Law and Business 2	Z,ZK	4
	evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), en	•	
and legal requirem	ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partne liability -joint stock companies -other companies -international and multinational companies	rships -companies	with limited
51PPO	Work and Organizational Psychology	Z,ZK	6
	gy of work and organization contains the following: theory, research and practices in psychology of work, individual differences among	•	
	our, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees evaluation, analysis and modificati		
	motivationí, 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 cover	rs basic approaches to corporate education, and deals with connection of corporate training and education of employees with other ty	pes of education a	ind human
5.4B7B14	resource functions, and with current approaches to the development of individuals, teams and enterprises.	7 71	
51PZPM	Basics of Business Management	Z,ZK	5
51R	Rhetoric and Communication Skills	Z,ZK	4
51RLZ	Human Resources Management Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in H	Z,ZK	4 HRM basic
	market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional ca	=	
	of HRM for future managers, job motivation and stimulation of employees.		
51S	Sociology	Z,ZK	6
Content of the cour	rse is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminolog	y. Sociology and m	anagement.
	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
_	agement and HR Development analyses some key processes of strategic HR management; in particular, the focus is on optimum man d subsequent synthesis aimed at establishing a "learning organisation" based on mutual teaching, updating of knowledge, creative de	-	
•	nowledge for effective targeted innovations for enhancing the value added of the respective product and increase the company's com	-	C OI SUCII
51TV1	Physical Education 1	Z	0
51UEK	Introduction to Economics	Z,ZK	4
	used on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operatin		according
to so calle	d macroekonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different mark	ets and competition	ns.
51UM	Introduction to Mathematics	Z,ZK	4
51UV	Introduction to University Studies	Z	4
Content of the sul	bject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject	t:Part 1 - adaptatio	n, Part 2
54) (0	ways of studying at universities, Part 3 - education and self-education.	1/7	
51VC	Appraisal and Performance Management and Controlling pack to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and management.	KZ	4
	unctions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Forms, official and the		
	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 cou	irse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interi	mediate or upper-i	ntermediate
	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	essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email and their writing will be easier to understand.	s, express themse	lves clearly,
51XDBM	Design and Brand Management	KZ	4
51XEPP	Computer Presentations	KZ	4
	n basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present informa		· ·
	se taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and		
	Students will learn to apply modern didactic techniques in their presentations.		
51XES	Economic Statistics	KZ	4
	vill learn to use tools of descriptive statistics, tools of regressive and corelation analyses, index analyses,time series analyses and oth		
51XIP	Intercultural Psychology e characteristics International dimension in management Cultural differences in management - trade, human resources Hoefsted mod	KZ lel of national cultu	ures Etique
.viaiii wona cunuit	and etiquet in intercultural management Charakteristics of selected national cultures and their comparison	or national cult	Jo Elique

51XKMAJ	Knowledge Managemen in English Language	KZ	4
51XMKV	Quality Management for Human Resources Managers	KZ	4
	ach to ensure quality management - the history , theory and practice , principles and terminology . Simple statistical and analytical to		
	nts of international standard ISO 9001 (the current version) quality management systems . Types of audits in systems management ,		
and consulting con	npanies. Preparation, implementation and evaluation of internal audit management system . Presentation of examples of established . EFQM (European Quality Award) for quality assessment.	quality manageme	eni systems
51XMOE	The beginning formation the primary structures of international trade as part of the genesis of EU	KZ	4
51XNEAJ	Networking in English	KZ	4
	actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategi		
	nication, interaction and behaviour in typical networking situations (creation and management of a network of business contacts with		
extension and deve	elopment of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar developm		nd individual
	feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work		
51XNM	Material Science	KZ	4
	ent state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defor e of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and n	-	zation and
51XP1ES	Economic Statistics	KZ	4
_	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will p		1
fc	oundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the	seasonality.	
51XP1SMR	Statistical Methods for Decision Making	KZ	4
51XP2ES	Economic Statistics	KZ	4
	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will p		ith a solid
	nundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the	-	1 4
51XP2MNP	Managerial Tools and Calculations	KZ	4
51XP2SMR	Statistical Methods for Decision Making	KZ	4
51XP2ZSO	Health, Safety and Fire Prevention Principles ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	KZ	4
	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		
·	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	_	g
51XP3MNP	Managerial Tools and Calculations	KZ	4
51XP3ZSO	Health, Safety and Fire Prevention Principles	KZ	4
51XPD	Presentation Skills	KZ	4
Students will learn	how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, st	udents will develo	p their own
	presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".		
51XPDM	Grant Management	KZ	4
51XPES	Economic Statistics Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will p	KZ	4
,	bundation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the		itii a soila
51XPHT	Technology Assessment	KZ	4
51XPIP	Intercultural Psychology	KZ	4
51XPJN	German Language	KZ	4
51XPJS	Spanish Language	KZ	4
51XPKM	Knowledge Management	KZ	4
	edge Management deals with the management knowledge and skills in the enterprise with the aim of increasing the competitiveness	of organizations.	
51XPLG	Logistics	KZ	4
	evers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their consists and subject to the graduates of the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists and subject to the graduates are find their consists are find their consists and subject to the graduates are find their consists are find the graduates are find their consists are find the graduates are find the gr		ū
	nning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact of 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	_	
pinpointing the b	pest location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure	operations manag	gement in
	ousing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure proc	•	
logistic manageme	ent is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle ro	-	se resource
51XPNES	Economics Statistics	Z,ZK	4
51XPNSMP	HR Statistical Techniques	Z,ZK	4
	atistical methods in HR management at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical probler		1
	omputationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; d		-
tendency, dispersion	on, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression	n line, design od e	experiments,
response surface	methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to	eal world situation	ns. Current
E4VDDD	technology will be utilized in examining statistical information.	V7	1
51XPPD	Presentation Skills Operational Management and Logistics	KZ KZ	4
51XPPMLG Problem areas inclu	Operational Management and Logistics Jude: Entrepreneurial characteristics of production system. operations competitiveness, productivity and strategy, Japanese methods of		1 .
	al systems designing, the significance of logistical planning, production planning and budgeting process, reasons for preparing the m		=
_	production management, using forecast information in production system, value analysis introduction, processes of manufacturing standard	_	-
and capacity planni	ing, advancement of the production quality systems. Teaching methods will include lectures, group presentations and discussions of ca	ses as well as othe	er exercises.
EAVEDE	Each student is required to complete the terminal assignment.	1/7	
51XPPP Students will learn	Computer Presentations n basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information.	KZ	their work
	e taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and of		
	Students will learn to apply modern didactic techniques in their presentations.		

51XPPT 51XPSMP	Industrial Technologies	KZ	4
SIVESIME	HR Statistical Techniques	KZ	4
	stical Methods in Personality? is oriented on measurement of events in sociology and in HRM at microeconomic level. This course will foundation of descriptive statistics, regression and correlation analysis, time series, statistical estimate and statistical tests.	provide student	1 .
51XPU	Accounting	KZ	4
	Accounting otal overwiev about the creation, the content and the usage of financial information from financial reports on various levels in every co		-
	sary base for understanding common financial terms and for daily work with them in all companies without regard of working position		
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		
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 strategi ication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busin		
U04E0202 The aim of the cou	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 Business Correspondence rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at intern of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	al work. ZK nediate or upper conventional lan	3 -intermediat
such as fixed expre	essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	= -	serves clearly
110450000	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu		
U04E0203	Presentation Skills t main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	ZK English Student	3
	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.	-	
U16C2301	Logistics	ZK	3
_	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	-	6 arketing mix
The Marketing column and the application U16C5401 At the end of the	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	ting research, moes of intermedia Z,ZK mod and technique	6 arketing mix te distribution 6 le of solving
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The Marketing column the application U16C5401 At the end of the problems from the U16C5402 U16C5405 Basic legislate prevention. Training protection.	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market 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. Marketing Research course student should be able to define a problem for a research project, to specify the goals and target group, to determine the mether used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and sindependently and in cooperation with a professional research agency. Design and Brand Management Health, Safety and Fire Prevention Principles tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Encition. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	z,ZK and and technique of the employee of the employee vironmental Enginization of the equipment.	6 arketing mix te distributio 6 lee of solving roblems both 3 ase. Risk ineering. Fire
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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 p	laced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpri	se, increase marke	et 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 of	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 Generated: day 2025-11-16, time 23:50.