Study plan

Name of study plan: B-EK-prez.forma od 15/16

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch: Program of study: Welcome page Type of study: unknown full-time

Required credits: 180 Elective courses credits: 0 Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 146

The role of the block: Z

Code of the group: 6.S. BEK-P OD 17/18

Name of the group: BEK povinné p edm ty 6.s. od 17/18

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

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6 Note on the group:

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

Characteristics of the courses of this group of Study Plan: Code=6.S. BEK-P OD 17/18 Name=BEK povinné p edm ty 6.s. od 17/18

U00C6101	Bachelor Thesis	Z	6

Code of the group: 1.S.BEK-P OD 15/16

English Language 1

Name of the group: 1.s.BEK-od 15/16 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:

04BJA1

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA1	English Language 1	Z	4	0P+4C		Z
51ITP	Information Technology and Computer Literacy	Z,ZK	4	0P+3C	Z	Z
16MATH1	Mathematics	Z,ZK	6	2P+2C		Z
16MI1	Microeconomics	Z,ZK	4	0P+2C		Z
51PSY	Psychology	Z,ZK	6	3P+1C		Z
TV1	Physical Education	Z	0	0+2	Z	Z
51ZPM	Basics of Business Management	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEK-P OD 15/16 Name=1.s.BEK-od 15/16 prezen ní forma

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.

5111P	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 of	(with economic ar	nd managerial			
applications); to unders	oplications); 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 of	or 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	or databases to create more complex types of graphs, create a PivotTable and graphs.					
16MATH1	Mathematics	Z,ZK	6			
16MI1	Microeconomics	Z,ZK	4			
The course introduces	the tools and problems of microeconomic analysis on a basic level.					
51PSY	Psychology	Z,ZK	6			
TV1	Physical Education	Z	0			
51ZPM	Basics of Business Management	Z.ZK	6			

Code of the group: 2.S.BEK-P OD 15/16

Name of the group: 2.s.BEK-od 15/16 prezen ní forma

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

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

Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA2	English Language 2	Z	4	0P+4C		Z
16MATH2	Applied Mathematics	Z,ZK	6	2P+2C		Z
16MA1	Macroeconomics	Z,ZK	4	0P+2C		Z
51PE	Business Economics	Z,ZK	6	2P+2C	L	Z
51PP1	Law and Business 1	Z,ZK	4	2P+1C	L	Z
51S	Sociology	Z,ZK	6	2P+2C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z

Characteristics of the courses of this group of Study Plan: Code=2.S.BEK-P OD 15/16 Name=2.s.BEK-od 15/16 prezen ní forma

04BJA2	English Language 2	Z	4			
The course is suitable for	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.						
16MATH2	Applied Mathematics	Z,ZK	6			
16MA1	Macroeconomics	Z,ZK	4			
The course introduces t	The course introduces the tools and problems of macroeconomic analysis on a basic level.					
51PE	Business Economics	Z,ZK	6			
51PP1	Law and Business 1	Z,ZK	4			

Subject of course Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consequences -employment and its regulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and safety

51S Sociology

Content of the course in focused expecially on the following tenior: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management

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

Code of the group: 3.S.BEK-P OD 16/17

Name of the group: 3.s.BEK od 16/17 prezen ní forma

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

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

Credits in the group: 26

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C9907	Financial Literacy	KZ	4	2P+1C		Z
U65C9902	Law and Business 2	Z,ZK	4	2P+1C		Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z
U63C3301	Accounting Theodor Beran Theodor Beran	Z,ZK	6	2P+2C		Z

U77C9901	Online information retrieval and the work with electronic information resources	KZ	2	1P+1C	Z
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4	2P+0C	Z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 16/17 Name=3.s.BEK od 16/17 prezen ní forma

U63C9907	Financial Literacy	KΖ	4		
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.					

U65C9902 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), 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

U63C3101 | Statistics 1
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.				

U77C9901	Online information retrieval and the work with electronic information resources	KZ	2
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4

Code of the group: 4.S.BEK-P OD 16/17

Name of the group: 4.s.BEK 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 5 courses

Credits in the group: 24 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	Z
U16C9902	Operational Management and Logistics	KZ	4	2P+1C	L	Z
U16C9903	Human Resources Management	Z,ZK	6	2P+2C	L	Z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	Z
U63C9908	Enterprise Information Systems	Z,ZK	4	2P+1C	L	Z

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-P OD 16/17 Name=4.s.BEK od 16/17 prezen ní forma

U16C9904	Globalization	Z,ZK	4
The overall aim is to exp	lain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demon	strate the effects	of globalization
on integration processes	s, economic environment and personal liberty.		

U16C9902	Operational Management and Logistics	KZ	4
U16C9903	Human Resources Management	Z,ZK	6
l 			

The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.

U63C4101	Statistics 2	Z.ZK	6

The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I.

Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.

U63C9908 Enterprise Information Systems Z,ZK 4

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

Code of the group: 5.S.BEK-P OD 17/18

Name of the group: 5.s.BEK od 17/18 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 6 courses

Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C9905	Quality Management	Z,ZK	4	2P+1C		Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U63C5101	Operational Research	Z,ZK	6	2P+2C	Z,L	Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U00C9901	Project of Bachelor Thesis	Z	2	1P+0C		Z
U16C9906	Project Management	Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=5.S.BEK-P OD 17/18 Name=5.s.BEK od 17/18 prezen ní forma

U16C9905	Quality Management	Z,ZK	4
U16C2401	Marketing	Z,ZK	6
The Marketing course	makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, mar	keting research,	marketing mix
and the application the	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy	, types of interme	diate distribution
links, marketing distrib	ution systems, marketing communications and new trends in marketing.		
U63C5101	Operational Research	Z,ZK	6
Operations research is	the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we sele	ct the best of the	acceptable
solutions.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen an	d deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	s performance an	alysis. The main
emphasis will be place	d on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	prise, increase m	arket value and
maximize wealth for sh	areholders.		
U00C9901	Project of Bachelor Thesis	Z	2
The Project of the thes	is addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.		•
U16C9906	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 h	ow for practicing
project management in	practice, mainly as members of project teams or project managers' assistants for smaller projects.		

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 24

The role of the block: PV

Code of the group: PVP-BEK 6.S.OD17/18

Name of the group: BEK PVP 6. semestr od 17/18

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

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

Credits in the group: 24 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Cradite	Scono	Semester	Role
Code		Completion	Credits	Scope	Semester	Kole
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
U16C6104	Small and Medium Business	ZK	3	0P+2C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV

U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
U16E0501	Talent Management	Z,ZK	6	0P+4C		PV
U63C4303	Accounting in the Czech Republic Theodor Beran	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
J88E0203	Selected Business Management Issues B-1	ZK	3	0P+2C	Z,L	PV
J88E0204	Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	PV
J66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3	2P+0C	L	PV
U88E0205	Foreign Experience	Z	6	0P+4C		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
			1	1		
	the courses of this group of Study Plan: Code=PVP-BEK 6.S.OD1	7/18 Name=I	BEK PVP			
	Workplace Health, Safety anf Fire Prevention		1.12		ZK	3
_	EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the em		_			
·	iff. Occupational accidents. Report of the accident. Documentation to ensure the health are protection of public health. Occupational Hygiene. Personal protective equipment. Safety	=	-		illielitai Eli	gineering. Fire
·	Business Correspondence	, signs and signa	13. TCOTITIO		ZK	3
	help students write better emails in English as emails are the most common form of writte	en communication	n. It is aimed			-
	sions of language practice covering a wide range of business topics. It includes exercises					
	s, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It wil	•				
and their writing will be e	asier to understand. The course also uncovers cultural differences in Czech and English b	ousiness commun	nication			
U16E0101	Corporate Social Responsibility			Z	,ZK	6
The subject deals with co	orporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-p	lanet-profit. The	course focus	ses on an exp	olanation of	the theoretical
_	pt, the interpretation of documents regulating corporate social, economic and environmen					
	ot with corporate processes, especially business strategy, HRM, marketing, and PR. Illustr	rations of various	CSR strate	gies and prac	ctices cover	case studies
	pad, and in Czech conditions.					
	Critical Thinking				ZK	3
	the course is to become familiar with the essentials of correct argumentation and to impro					
•	use of advanced methods of argumentation, the course develops students' understanding				-	
course might be used ac	emphasis on their practical application in case studies discussing recent socioeconomic a	and political issue	s. The writin	ig and langua	age skills de	eveloped in this
	Cross-Cultural Management			7	,ZK	6
	ਾਹਤਤ-ਦੇਗਾਰਾਗ ਅਕਸਕੂਰਸਾਦਸ਼ ty is crucial in todays globalized world and doing business across countries. Cross culture is	s the interaction o	f noonlo fro			-
	s-cultural differences and their practical use increases the efficiency of interaction between				-	
_	ncies of a successful manager in the global environment. The course is open to students o	-				
	n international companies as well as the cultural orientations of individual managers and o			om.ougo	about	canaro enapos
	Design and Brand Management	<u> </u>			ZK	3
	Grant Management				ZK	3
	Etiquette for Managers				ZK	3
	of social intercourse, correct resolution of social situations and rules of manners in differer	nt situations, whic	h can mana			-
presentations or events.		it ortugations, trino	ii can manc	.goacc aa		ooogo,
U51C5401	Leadership and Employee Education			Z	,ZK	6
	oproaches to leadership and training of employees in the context of the theory and practice	e of contemporar	y industrial	,	,—	
-	Macroeconomic Analysis				ZK	3
	Small and Medium Business				ZK	3
	Managerial Tools and Calculations				,ZK	6
	Marketing Research				,ZK	6
	student should be able to define a problem for a research project, to specify the goals and	target group to	determine t			-
	procedures and applications in the field of marketing practice. As a marketing manager, he				-	-
1,	operation with a professional research agency.			J		
U04E0201	Networking in English				ZK	3
	communicative needs of the students, the aim of the course is to acquire and systematical	ly develop langua	ige skills and			
business communication	, interaction and behaviour in typical networking situations (personal branding, creation ar	nd management o	of a network	of business	contacts wi	th people who
might help with extension	and development of business opportunities) through language analysis, role-plays and pr	actice situations,	vocabulary	and gramma	r developm	ent, teamwork,
and individual feedback.	Practical language skills will be systematically developed in contexts and situations releva	nt to professiona	l work.			
U65C5301	Labor Law				ZK	3
Labor relations - the crea	ation, modification and termination, safety, collective bargaining.					
U65C6301	Legal Aspects of Consumer Protection				ZK	3
	sumer protection in general, interpretation of legislation from general to special, incl. const	umer protection in	n financial m	narkets. Empl	nasizing the	e importance of
	the preventive tools for consumer protection and the cultivation of the consumer market.					
	Presentation Skills				ZK	3
<u>-</u>	rules of verbal, nonverbal a para verbal (voice) communication and principles of presenta			-		
· ·	cills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review"	and lecturer com	nments. The	course is air	ned at inte	rmediate and
upper-intermediate level.					-	
	Presentation Skills	ation ability Other	-ا-النبرمه	 	Z	3
Students will adopt main	rules of verbal, non verbal a para verbal (voice) communication and principles of presenta	alion skills. Stude	nis will deve	erob tuer, own	ı presentati	ION SKIIIS IN

practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.

U16E0501	Talent Management	Z,ZK	6				
The course is aimed at	The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to						
improve individual self-	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.						
U63C4303	Accounting in the Czech Republic	Z,ZK	6				
Module is focused on the	ne financial reporting according to currently valid Czech accounting legislature.						
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				
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3				
U88E0205	Foreign Experience	Z	6				

Code of the group: PVP-B-EK 5.S.OD17/18

Name of the group: PVP-B-EK 5. semestr od 17/18 prezen ní forma

Requirement credits in the group: Requirement courses in the group:

Credits in the group: 0 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
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6	4P+0C		PV
U77C0005	Selected Industrial Technologies	ZK	3	2P+0C	*	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-B-EK 5.S.OD17/18 Name=PVP-B-EK 5. semestr od 17/18 prezen ní forma

U88E0101	Current Issues in Business from a V4 Perspective	KZ	6			
he course, organized in five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multidisciplinary approach, introducing						
and developing particula	and developing particular advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with international as well as regional-specific					
insights.						
U77C0005	Selected Industrial Technologies	ZK	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.BEK-JAZ.OD 16/17 Name of the group: 3.s.BEK-cizí jazyk od 16/17

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
U04L9903	English Language 3	Z	4	0P+4C		J
U04L9904	English Language 3-1	Z	2	0P+2C		J
U04L9906	French Language 3-1	Z	2	0P+2C		J
U04L9905	German Language 3-1	Z	2	0P+2C		J
U04L9907	Russian Language 3-1	Z	2	0P+2C		J
U04L9908	Spanish Language 3-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-JAZ.OD 16/17 Name=3.s.BEK-cizí jazyk od 16/17

U04L9903	English Language 3		4
The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language sk	ills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	nmar. All

interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.

interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.

U04L9904 | 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

U04L9906 French Language 3-1

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.

U04L9905 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.

U04L9907 Russian Language 3-1

Z

2

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

U04L9908 | Spanish Language 3-1 | Z | 2
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

Code of the group: 4.S.BEK-JAZ.OD 16/17 Name of the group: 4.s.BEK-cizí jazyk od 16/17

Spanish Language 4-1

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:

false beginners.

U04L9913

Code

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
U04L4101	English Language 4	Z,ZK	6	0P+4C	L	J
U04L9909	English Language 4-1	Z,ZK	4	0P+2C	L	J
U04L9911	French Language 4-1	Z	2	0P+2C	L	J
U04L9910	German Language 4-1	Z	2	0P+2C	L	J
U04L9912	Russian Language 4-1	Z	2	0P+2C	L	J
U04L9913	Spanish Language 4-1	Z	2	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ.OD 16/17 Name=4.s.BEK-cizí jazyk od 16/17

		Jui _ J	
U04L4101	English Language 4	Z,ZK	6
The course is suitable	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	eading, writing, sp	eaking and
listening, on understan	ding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	ngthening and imp	roving grammar.
All interconnected lang	uage skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
U04L9909	English Language 4-1	Z,ZK	4
U04L9911	French Language 4-1	Z	2
U04L9910	German Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2

List of courses of this pass:

Completion Credits

Name of the course

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	ımar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional li	ie.	
04BJA2	English Language 2	Z	4
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spea	aking and
listening, on under	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
16MA1	Macroeconomics	Z,ZK	4
	The course introduces the tools and problems of macroeconomic analysis on a basic level.	'	•
16MATH1	Mathematics	Z,ZK	6
16MATH2	Applied Mathematics	Z,ZK	6
16MI1	Microeconomics	Z,ZK	4
	The course introduces the tools and problems of microeconomic analysis on a basic level.		•

51ITP	Information Technology and Computer Literacy	Z,ZK	4
	n how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (wi		٠ ا
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and lang data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source,		
ioi searching, sorth	or databases to create more complex types of graphs, create a PivotTable and graphs.	as well as large sp	reausireets
51PE	Business Economics	Z,ZK	6
51PP1	Law and Business 1	Z,ZK	4
-	Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international conseq		- 1
reg	ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -hea	alth and safety	
51PSY	Psychology	Z,ZK	6
51S	Sociology	Z,ZK	6
Content of the cours	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology	y. Sociology and ma	anagement.
	Social roles management. The Czech society in 21st century. Sociologic research.		
51ZPM	Basics of Business Management	Z,ZK	6
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		
	cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busin ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gran		
might help with exte	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession		, teaniwork,
U04E0202	Business Correspondence	ZK	3
	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interr	I	- 1
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more		I
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	s, express themse	lves clearly,
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	ınication	
U04E0203	Presentation Skills	ZK	3
· · · · · · · · · · · · · · · · · · ·	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	_	· .
their own presenta	tion skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	is aimed at interm	ediate and
U04E0204	upper-intermediate level. Critical Thinking	ZK	3
	ctive of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem		-
	ractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved		
	th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar		
	course might be used across the curriculum.		
U04L4101	English Language 4	Z,ZK	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		١ ١
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		g grammar.
U04L9903	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe- English Language 3	Z	4
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramm		I
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening at		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional life		
U04L9904	English Language 3-1	Z	2
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammatic for students of bachelor managerial studies.	nar. The course for	cuses on
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All
110410005	interconnected language skills are submitted to the goal of developing the required level needed for students' professional life		
U04L9905	German Language 3-1	Z	2
	ole for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It		
and writing. In the or	students.	is suitable for pre-li	itermediate
U04L9906	French Language 3-1	Z	2
	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF		
	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk		
U04L9907	Russian Language 3-1	Z	2
The course is su	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea		- 1
writing. Students wi	Il familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s	kills. It is suitable fo	or biginners/
110 11 5 5 5 5	false beginners		
U04L9908	Spanish Language 3-1	Z	2
	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative		- 1
withing. Students Wi	EXCLUSIVELY for beginners/ false beginners.	omio. The course	is uesigneu
U04L9909	English Language 4-1	Z,ZK	4
U04L9910	German Language 4-1	Z	2
U04L9911	French Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2
U04L9913	Spanish Language 4-1	Z	2
OUTLUSIO	Opanisii Language +-1	_	_

111600404	Marketing	Z,ZK	6
U16C2401 The Marketing cor	Marketing ourse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketi	,	1
-	n thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing.	-	-
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislat	ation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations	s of the employe	e. Risk
_	ng of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Env ection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Techn	-	neering. Fire
U16C5401	Marketing Research	Z.ZK	6
	e course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method	,	-
	ie used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and so independently and in cooperation with a professional research agency.	=	_
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
	all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face presentations or events.		-
U16C6102	Presentation Skills	Z	3
	dopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop thei	r own presentat	
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16C6104	Small and Medium Business	ZK	3
U16C9902	Operational Management and Logistics	KZ	4
U16C9903	Human Resources Management	Z,ZK	6
he course introduc	uces modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource manages of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the	gement in achie	
U16C9904	Globalization	Z,ZK	4
	s to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrat on integration processes, economic environment and personal liberty.		globalization
U16C9905	Quality Management	Z,ZK	4
U16C9906	Project Management	Z,ZK	6
	bject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and a project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.		1
	project management in process, manny as members of project teams of project managers desictants to smaller projected		
U16F0101	Corporate Social Responsibility	7 7K	6
-	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an accordant the interpretation of documents regulating corporate social economic and environmental activities, and non-financial reporting	•	
The subject deals volackground of this between the CSR	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and post of projects designed abroad, and in Czech conditions.	explanation of togg standards. It is practices cover	he theoretica ncludes a link case studies
The subject deals very background of this between the CSR	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an as concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and professed of projects designed abroad, and in Czech conditions. Cross-Cultural Management	explanation of the grandards. It is practices cover Z,ZK	ne theoretica ncludes a link case studies
The subject deals vocackground of this between the CSR U16E0102 Managing cultural covorld. Knowledge of	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and projects designed abroad, and in Czech conditions. Cross-Cultural Management I diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national culture properties of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled	explanation of ti g standards. It is practices cover Z,ZK backgrounds in ures and could to ge about how c	he theoretical ancludes a link case studies 6 the business be considered
The subject deals vocated and the subject deals vocated at the core control of the subject deals vocated at the core control of the core control o	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and projects designed abroad, and in Czech conditions. Cross-Cultural Management I diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national culture management practices in international companies as well as the cultural orientations of individual managers and organization men	explanation of tig standards. It is practices cover Z,ZK backgrounds in ures and could be ge about how conbers.	ne theoretical necludes a linicase studies 6 the business pe considerer shape:
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The subject deals very packground of this between the CSR U16E0102 Managing cultural covered. Knowledge of the core continued to t	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and profit of projects designed abroad, and in Czech conditions. Cross-Cultural Management I diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled management practices in international companies as well as the cultural orientations of individual managers and organization men Talent Management imed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies	explanation of tig standards. It in practices cover Z,ZK backgrounds in ures and could be ge about how conbers. Z,ZK of each studen	he theoretical case studies a lin case studies 6 the busines be consideredulture shape
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The subject deals vackground of this between the CSR U16E0102 Managing cultural country of the core con U16E0501 The course is ain U51C5401 The c	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an acconcept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and of projects designed abroad, and in Czech conditions. Cross-Cultural Management Idiversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultrompetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled management practices in international companies as well as the cultural orientations of individual managers and organization men Talent Management imed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proces Leadership and Employee Education course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industred. Macroeconomic Analysis	explanation of tig standards. It in practices cover Z,ZK backgrounds in ures and could tige about how conbers. Z,ZK of each studen s. Z,ZK rial enterprises.	he theoretical here theoretical here theoretical here theoretical here the business has been considered alture shape: 6
The subject deals vackground of this between the CSR U16E0102 Managing cultural coverid. Knowledge of the core conductor of the core is ain U51C5401 The course is ain U63C0201 U63C3101	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an acconcept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and of projects designed abroad, and in Czech conditions. Cross-Cultural Management Idiversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultiform petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled management practices in international companies as well as the cultural orientations of individual managers and organization men Talent Management imed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proces Leadership and Employee Education course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industred Macroeconomic Analysis Statistics 1	explanation of tig standards. It in practices cover Z,ZK backgrounds in ures and could tige about how conbers. Z,ZK of each studen s. Z,ZK rial enterprises. ZK Z,ZK	he theoretical here theoretical here theoretical here theoretical here. The case studies of the business have considered alture shapes of the considered here. The considered here to be considered at in order to the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered at the considered here. The considered here to be considered here. The considered here the considered here. The considered here to be considered here. The considered here to be considered here. The considered here to
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U63C9907	Financial Literacy	KZ	4
Subject Financial literac	y is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families,	but also businesses,	communities
	and the state.		
U63C9908	Enterprise Information Systems	Z,ZK	4
	is to teach students how to analyze the value processes within the company in its various departments and between depart		
	d internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting	•	•
•	rformance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of ful	-	
enterprise information s	systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between		reakdown of
	costs, organizational and product control aspect. The set of indicators of production in the company and internal spherical sp		
U65C5301	Labor Law	ZK	3
	Labor relations - the creation, modification and termination, safety, collective bargaining.		1
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	sumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing the i	mportance of
Basic information on cor			
Basic information on cor	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
Basic information on cor		Z,ZK	4
U65C9902 Course content: -develop	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Law and Business 2 oment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law)	Z,ZK), enterpreneur -busir	ness relations
U65C9902 Course content: -develop	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Law and Business 2 ment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law) ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -pai	Z,ZK), enterpreneur -busir	ness relations
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