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 předměty 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 předměty 6.s. od 17/18

U00C6101 Bachelor Thes	;	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 prezenční forma

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

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

Credits in the group: 30 Note on the group:

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 prezenční 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 peeded for students professional life

51ITP	Information Technology and Computer Literacy	Z,ZK	4			
Students will learn h	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 und	erstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel a	nd learn how to u	se the functions			
for searching, sorting	i data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data sour	ce, as well as lar	ge spreadsheets			
or databases to crea	te more complex types of graphs, create a PivotTable and graphs.					
16MATH1	Mathematics	Z,ZK	6			
16MI1	Microeconomics	Z,ZK	4			
The course introduc	The course introduces the tools and problems of microeconomic analysis on a basic level.					
51PSY	Psychology	Z,ZK	6			
TV1	Physical Education	Z	0			
517PM	Basics of Business Management	7 7K	6			

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

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

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

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

Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04BJA2	English Language 2	Z	4	0P+4C		Z
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 prezenční forma

04BJA2	English Language 2	Z	4			
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and						
listening, on 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.					
16MATH2	Applied Mathematics	Z,ZK	6			
16MA1	Macroeconomics	Z,ZK	4			
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 cons	equences -emplo	yment and its			
regulation -termination	of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and saf	ety				
51S	Sociology	Z,ZK	6			
Content of the course is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, 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 prezenční forma

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

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

Credits in the group: 26

Note on the group:

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

U63C9907	Financial Literacy	KΖ	4	ĺ	
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.				١	

und 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 | Z,ZK | 6

The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the competer. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the propagation of the competer project in the required quality and scale, and

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.

00303301	Accounting	Z,Zr\	, 0				
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 prezenční forma

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

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

U16C9904	Globalization	Z,ZK	4		
The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization					
on integration processe	es, economic environment and personal liberty.				

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

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.

	Z.ZK	6
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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 prezenční forma

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

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

01609905	Quality Management	Z,ZN	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, marketing research, marketing mix						
and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution						
links, marketing distribution systems, marketing communications and new trends in marketing.						
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 select the best of the acceptable solutions.

U63C4302 Corporate Financial Management

Z,ZKThe aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.

U00C9901	Project of Bachelor Thesis	Z	2
The Project of the thesi			
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 how 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	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
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	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	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	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
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

ZK

ZK

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3

Characteristics of the courses of this group of Study Plan: Code=PVP-BEK 6.S.OD17/18 Name=BEK PVP 6. semestr od 17/18

Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk

Workplace Health, Safety anf Fire Prevention

independently and in cooperation with a professional research agency.

Networking in English

U16C5302

U04E0201

prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment. **Business Correspondence** U04E0202 ZK The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication Z,ZK U16F0101 Corporate Social Responsibility The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions. Critical Thinking The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum. U16E0102 Cross-Cultural Management Z,ZK Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members. U16C5402 Design and Brand Management ZK 3 U65C6101 Grant Management ZK 3 U16C6101 ZK **Etiquette for Managers** 3 Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events. U51C5401 Leadership and Employee Education Z.ZK 6 The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises. U63C0201 Macroeconomic Analysis ZK 3 U16C6104 Small and Medium Business ZK 3 Z,ZK U63C5302 Managerial Tools and Calculations 6 U16C5401 Z.ZK Marketing Research 6

might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work. U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. U65C6301 Legal Aspects of Consumer Protection 7K 3 Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. U04E0203 Presentation Skills ZK Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop

At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both

Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who

their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.

U16C6102 Presentation Skills

Z 3

Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills 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	Module is focused on the 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 prezenční 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 prezenční forma

U88E0101	Current Issues in Business from a V4 Perspective	KZ	6			
he course, organized in	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 particul	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.	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

English Language 3-1

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:

U04L9904

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

ı	UU4L99U3	English Language 3		4	
ı	The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. 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	ımar. All	

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

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.

U04L9906 French Language 3-1 Z 2
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

U04L9905 German Language 3-1 Z 2
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.

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

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.

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

U04L4101	English Language 4	Z,ZK	6
The course is suitable f	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, sp	eaking and
J	ting and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	ngthening and imp	proving grammar.
All interconnected lange	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
U04L9913	Spanish Language 4-1	Z	2

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4
The course is so	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	fe.	
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	essional 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 I		
ior searching, sortii	ng data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, or databases to create more complex types of graphs, create a PivotTable and graphs.	as well as large sp	reausneers
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 consec	· '	
regi	ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -he	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, terminolog	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 grar		
might help with exte	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession	•	, toanwork,
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 interi		
level, and consists	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	conventional lang	uage areas,
such as fixed expre	essions, 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		
U04E0203	Presentation Skills	ZK	3
	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	-	- 1
their own presenta	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.	is aimed at interm	ediate and
U04E0204	Critical Thinking	ZK	3
	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem		
	oractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved		
decision-making wi	th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar	nguage skills devel	loped in this
	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		-
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		ig grammar.
U04L9903	English Language 3	Z	4
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami		
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.	
U04L9904	English Language 3-1	Z	2
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing land	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All
11041 0005	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	Z	
U04L9905	German Language 3-1 Die for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF		2 na listenina
	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It		
	students.	, , , , , , , , , , , , , , , , , , ,	
U04L9906	French Language 3-1	Z	2
The course is suital	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF	R: speaking, readii	ng, listening
and writing. In the	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	ills. It is suitable for	r beginners.
U04L9907	Russian Language 3-1	Z	2
	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	Ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s	кіііs. it is suitable fo	or biginners/
U04L9908	false beginners	Z	2
	Spanish Language 3-1 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		-
<u> </u>	EXCLUSIVELY for beginners/ false beginners.		- 3
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
	1 0 0		

		· ·	6
U16C2401	Marketing	Z,ZK	
-	ourse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	-	_
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type	oes of intermedia	te distributio
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislat	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligatior	ns of the employe	ee. Risk
prevention.Training	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En	vironmental Eng	ineering. Fire
prote	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nical equipment.	
U16C5401	Marketing Research	Z,ZK	6
At the end of the	course student should be able to define a problem for a research project, to specify the goals and target group, to determine the meti-	nod and techniqu	e of solving
problems from the	e used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and s	solve research p	roblems both
	independently and in cooperation with a professional research agency.		
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
	l forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac		s meetings,
	presentations or events.	_	_
U16C6102	Presentation Skills	Z	3
	opt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the		-
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16C6104	Small and Medium Business	ZK	3
U16C9902		KZ	4
	Operational Management and Logistics		
U16C9903	Human Resources Management	Z,ZK	6
	ices 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 management in the organization, explains the key role 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 management in the organization, explains the key role of human resource management in the organization in the o		
	s of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in		
U16C9904	Globalization	Z,ZK	4
The overall aim is	to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstra	ate the effects of	globalization
	on integration processes, economic environment and personal liberty.		
U16C9905	Quality Management	Z,ZK	4
U16C9906	Project Management	Z,ZK	6
	expect is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and		for practicin
	project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.		•
U16F0101		7 7K	6
U16E0101	Corporate Social Responsibility	Z,ZK	6 he theoretica
The subject deals was background of this		n explanation of t ng standards. It i	he theoretica ncludes a lin
The subject deals value background of this between the CSR	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportic 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	n explanation of t ng standards. It i practices cover Z,ZK	he theoretica ncludes a lin case studies
The subject deals value background of this between the CSR U16E0102 Managing cultural of the subject of the subject deals of the subj	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportic 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 diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different	n explanation of t ng standards. It i I practices cover Z,ZK nt backgrounds in	he theoretical ncludes a lin case studies 6 the busines
The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge of	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportic 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 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.	n explanation of t ng standards. It i I practices cover Z,ZK nt backgrounds ir Itures and could I	he theoretical notudes a lin case studies 6 nother business of considere
The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge of	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportic 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 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	n explanation of t ng standards. It i I practices cover Z,ZK nt backgrounds in Itures and could I dge about how c	he theoretical notudes a lin case studies 6 nother business of considere
The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge cone of the core core	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportic 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 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 me	n explanation of t ng standards. It i practices cover Z,ZK nt backgrounds ir ltures and could it dge about how combers.	he theoretica ncludes a lin case studies 6 1 the busines be considere ulture shape
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U63C9907	Financial Literacy	KZ	4
Subject Financial li	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,	communities
	and the state.		
U63C9908	Enterprise Information Systems	Z,ZK	4
	ourse is to teach students how to analyze the value processes within the company in its various departments and between departme	•	•
	ets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting co	•	•
	nal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full an	_	
enterprise informa	ation systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a	generic costing bi	reakdown of
110505004	costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.	71/	
U65C5301	Labor Law	ZK	3
110500404	Labor relations - the creation, modification and termination, safety, collective bargaining.	71/	
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information c	on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E	mpnasızıng tne ıı	mportance of
	and a of othing as one of the preventive tools for appropriate production and the cultivation of the appropriate		
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	7.71/	1 4
U65C9902	Law and Business 2	Z,ZK	4
U65C9902 Course content: -de	Law and Business 2 evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), er	nterpreneur -busin	ess relations
U65C9902 Course content: -de	Law and Business 2 evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), er ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partne	nterpreneur -busin	ess relations
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U65C9902 Course content: -de and legal requirem U66C0103 U77C0005 U77C9901 U77C9902 U88E0101 he course, organize and developing part	Law and Business 2 evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), erents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partner liability -joint stock companies -other companies -international and multinational companies Genesis of International Trade as a Part of Modern Europe Selected Industrial Technologies Online information retrieval and the work with electronic information resources Fundamentals of Mechanical Engineering Current Issues in Business from a V4 Perspective ed in five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multidist insights. Selected Business Management Issues A-1 Selected Business Management Issues A-2	zK ZK ZK ZZ,ZK KZ ciplinary approach onal as well as reg	s with limited 3 3 2 4 6 n, introducing ional-specific 6 6

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