Study plan

Name of study plan: B-PM-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: 144
The role of the block: Z

Code of the group: 6.S. BPM-P OD 17/18
Name of the group: Personální management 6.s. od 17/18 povinné p edm ty
Requirement credits in the group: In this group you have to gain 6 credits
Requirement courses in the group: In this group you have to complete 1 course
Credits in the group: 6
Note on the group:

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

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

U00C6101	Bachelor Thesis		Z	6

Code of the group: 1.S.BPM-P OD 15/16
Name of the group: 1.s.BPM 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
04BJA1	**English Language 1**	Z	4	0P+4C		z
16MATH1	**Mathematics**	Z,ZK	6	2P+2C		z
51PSY	**Psychology**	Z,ZK	6	3P+1C		z
51RLZ	**Human Resources Management**	Z,ZK	4	2P+1C	Z	z
TV1	**Physical Education**	Z	0	0+2	Z	z
16UEK	**Introduction to Economics**	Z,ZK	4	0P+2C		z
51ZPM	**Basics of Business Management**	Z,ZK	6	2P+2C	Z,L	z

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

04BJA1	English Language 1		Z	4
	The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			

16MATH1	Mathematics		Z,ZK	6
51PSY	Psychology		Z,ZK	6
51RLZ	Human Resources Management		Z,ZK	4
Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.				
TV1	Physical Education		Z	0
16UEK	Introduction to Economics		Z,ZK	4
The course introduces the basic micro and macroeconomic models.				
51ZPM	Basics of Business Management		Z,ZK	6

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

Name of the group: 2.s.BPM-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 8 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses *(in case of groups of courses the list of codes of their members)* *Tutors,* **authors** *and guarantors (gar.)*	Completion	Credits	Scope	Semester	Role
04BJA2	**English Language 2**	Z	4	0P+4C		z
16MATH2	**Applied Mathematics**	Z,ZK	6	2P+2C		z
51ITP2	**ICT Literacy**	Z,ZK	4	0P+3C		z
16MNP	**Managerial Tools and Calculations**	Z,ZK	5	2P+2C		z
51PPP1	**Law and Business 1**	Z,ZK	3	2P+1C		z
51S	**Sociology**	Z,ZK	6	2P+2C	L	z
TV2	**Physical Education**	Z	0	0+2	L	z
51PDTB	**Searching Library Databases**	KZ	2	1P+1C		z

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

04BJA2	English Language 2		Z	4
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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
51ITP2	ICT Literacy		Z,ZK	4
Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.				
16MNP	Managerial Tools and Calculations		Z,ZK	5
The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.				
51PPP1	Law and Business 1		Z,ZK	3
51S	Sociology		Z,ZK	6
Content of the course is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.				
TV2	Physical Education		Z	0
51PDTB	Searching Library Databases		KZ	2
This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of station ethics and station practice incl. citing and creating reference lists.				

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

Name of the group: 3.s.BPM 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 6 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
U63C9920	**Financial Literacy**	KZ	3	2P+1C		z
U51C9905	**Leadership and Talent Management**	Z,ZK	4	2P+1C		z
U16C9920	**Personnel Management**	Z,ZK	4	2P+2C		z
U65C9902	**Law and Business 2**	Z,ZK	4	2P+1C		z
U16C6102	**Presentation Skills**	Z	3	0P+2C		z
U63C3101	**Statistics 1**	Z,ZK	6	2P+2C		z

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

U63C9920	Financial Literacy	KZ	3
Subject Financial literacy is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, but also businesses, communities and the state.			
U51C9905	Leadership and Talent Management	Z,ZK	4
The course focuses on: understandings the principles, specifics and importance of the different levels of leadership and complementarity of its relation to management theory and business practice; how to create conditions for the development of competences of leaders, and provide a link between leadership and care for the comprehensive development of key employees in the talent management system and processes.			
U16C9920	Personnel Management	Z,ZK	4
The course enables students to develop knowledge and skills of personnel management in the organization.			
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			
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.			
U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			

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

Name of the group: 4.s.BPM 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
U63C9922	**Appraisal and Performance Management and Controlling**	KZ	4	2P+1C	L	z
U51C9906	**Corporate Education**	Z,ZK	4	2P+1C	L	z
U51C9903	**Work and Organizational Psychology**	Z,ZK	6	2P+2C	L	z
U63C4101	**Statistics 2**	Z,ZK	6	2P+2C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S.BPM-P OD 16/17 Name=4.s.BPM od 16/17 prezen ní 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 processes, economic environment and personal liberty.			
U63C9922	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			
U51C9906	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
U51C9903	Work and Organizational Psychology	Z,ZK	6

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.

Code of the group: 5.S.BPM-P OD17/18
Name of the group: 5.semestr BPM prezen ní studium od 17/18
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
U16C5302	**Workplace Health, Safety anf Fire Prevention**	ZK	3	2P+0C		z
U51C9904	**Mental Health and Stress**	Z	3	2P+1C		z
U16C2401	**Marketing** *Petra Jílková* **Petra Jílková**	Z,ZK	6	2P+2C	Z,L	z
U16C9917	**New Trends in HR Management**	Z,ZK	6	3P+1C		z
U16C9919	**Human Resource Information Systems**	Z,ZK	4	2P+1C	Z	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.BPM-P OD17/18 Name=5.semestr BPM prezen ní studium od 17/18

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3

Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention.Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.

U51C9904	Mental Health and Stress	Z	3

U16C2401	Marketing	Z,ZK	6

The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.

U16C9917	New Trends in HR Management	Z,ZK	6

The course enables students to learn of new trends in managing and leading people in organizations.

U16C9919	Human Resource Information Systems	Z,ZK	4

U00C9901	Project of Bachelor Thesis	Z	2

The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.

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-B-PM 6.S.OD17/18
Name of the group: Personální management 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
U04E0202	**Business Correspondence**	ZK	3	0P+2C	Z,L	PV
U16E0101	**Corporate Social Responsibility**	Z,ZK	6	2P+2C		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
U63C0201	**Macroeconomic Analysis**	ZK	3	0P+2C		PV
U16C6104	**Small and Medium Business**	ZK	3	0P+2C		PV
U16C6301	**Quality Management**	ZK	3	1P+1C	L	PV
U16C5401	**Marketing Research**	Z,ZK	6	2P+2C	*	PV
U04E0201	**Networking in English**	ZK	3	0P+2C	Z,L	PV
U63C5101	**Operational Research**	Z,ZK	6	2P+2C	Z,L	PV
U63C4302	**Corporate Financial Management**	Z,ZK	6	2P+2C		PV
U65C6301	**Legal Aspects of Consumer Protection**	ZK	3	2P+0C		PV
U04E0203	**Presentation Skills**	ZK	3	0P+2C	Z,L	PV
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

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

U04E0202	Business Correspondence		ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U16E0101	Corporate Social Responsibility		Z,ZK	6
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.			
U16E0102	Cross-Cultural Management		Z,ZK	6
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	Etiquette for Managers		ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U63C0201	Macroeconomic Analysis		ZK	3
U16C6104	Small and Medium Business		ZK	3
U16C6301	Quality Management		ZK	3
)			
U16C5401	Marketing Research		Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U04E0201	Networking in English		ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
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,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U65C6301	Legal Aspects of Consumer Protection		ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			

U04E0203	Presentation Skills			ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.					
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-PM 5.S.OD17/18

Name of the group: PVP-B-PM 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-PM 5.S.OD17/18 Name=PVP-B-PM 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 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: 12

The role of the block: J

Code of the group: 3.S.BPM-JAZ.OD 16/17

Name of the group: 3.s.BPM-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:

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
U04L3101	**English Language 3**	Z	6	0P+4C		J
U04L3102	**English Language 3-1**	Z	3	0P+2C		J
U04L3501	**French Language 3-1**	Z	3	0P+2C		J
U04L3401	**German Language 3-1**	Z	3	0P+2C		J
U04L3601	**Russian Language 3-1**	Z	3	0P+2C		J
U04L3502	**Spanish Language 3-1**	Z	3	0P+2C		J

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

U04L3101	English Language 3		Z	6
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.				
U04L3102	English Language 3-1		Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.				

U04L3501	French Language 3-1		Z	3

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.

U04L3401	German Language 3-1		Z	3

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.

U04L3601	Russian Language 3-1		Z	3

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

U04L3502	Spanish Language 3-1		Z	3

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

Code of the group: 4.S.BPM-JAZ.OD 16/17

Name of the group: 4.s.BPM-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:

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
U04L4102	**English Language 4-1**	Z,ZK	3	0P+2C	L	J
U04L4501	**French Language 4-1**	Z	3	0P+2C	L	J
U04L4401	**German Language 4-1**	Z	3	0P+2C	L	J
U04L4601	**Russian Language 4-1**	Z	3	0P+2C	L	J
U04L4502	**Spanish Language 4-1**	Z	3	0P+2C	L	J

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

U04L4101	English Language 4		Z,ZK	6

The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.

U04L4102	English Language 4-1		Z,ZK	3

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.

U04L4501	French Language 4-1		Z	3

The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.

U04L4401	German Language 4-1		Z	3

U04L4601	Russian Language 4-1		Z	3

U04L4502	Spanish Language 4-1		Z	3

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

List of courses of this pass:

Code	Name of the course	Completion	Credits
04BJA1	English Language 1	Z	4

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.

Code	Course	Type	Credits
04BJA2	English Language 2	Z	4
	The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.		
16MATH1	Mathematics	Z,ZK	6
16MATH2	Applied Mathematics	Z,ZK	6
16MNP	Managerial Tools and Calculations	Z,ZK	5
	The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.		
16UEK	Introduction to Economics	Z,ZK	4
	The course introduces the basic micro and macroeconomic models.		
51ITP2	ICT Literacy	Z,ZK	4
	Students will learn how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic and managerial applications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions for searching, sorting data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.		
51PDTB	Searching Library Databases	KZ	2
	This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of station ethics and station practice incl. citing and creating reference lists.		
51PPP1	Law and Business 1	Z,ZK	3
51PSY	Psychology	Z,ZK	6
51RLZ	Human Resources Management	Z,ZK	4
	Human Resources Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HRM, the history of HRM, basic problems of labour market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional carriers, knowledge of principles of HRM for future managers, job motivation and stimulation of employees.		
51S	Sociology	Z,ZK	6
	Content of the course is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.		
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 thesis.		
U04E0201	Networking in English	ZK	3
	Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
U04E0202	Business Correspondence	ZK	3
	The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication		
U04E0203	Presentation Skills	ZK	3
	Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.		
U04L3101	English Language 3	Z	6
	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.		
U04L3102	English Language 3-1	Z	3
	The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		
U04L3401	German Language 3-1	Z	3
	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.		
U04L3501	French Language 3-1	Z	3
	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.		

U04L3502	Spanish Language 3-1	Z	3
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.			
U04L3601	Russian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for biginners/ false beginners..			
U04L4101	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.			
U04L4102	English Language 4-1	Z,ZK	3
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.			
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
U04L4502	Spanish Language 4-1	Z	3
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.			
U04L4601	Russian Language 4-1	Z	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention.Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
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.			
U16C6104	Small and Medium Business	ZK	3
U16C6301	Quality Management)	ZK	3
U16C9904	Globalization	Z,ZK	4
The overall aim is to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrate the effects of globalization on integration processes, economic environment and personal liberty.			
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.			
U16C9917	New Trends in HR Management	Z,ZK	6
The course enables students to learn of new trends in managing and leading people in organizations.			
U16C9919	Human Resource Information Systems	Z,ZK	4
U16C9920	Personnel Management	Z,ZK	4
The course enables students to develop knowledge and skills of personnel management in the organization.			
U16E0101	Corporate Social Responsibility	Z,ZK	6
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.			
U16E0102	Cross-Cultural Management	Z,ZK	6
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.			
U51C9903	Work and Organizational Psychology	Z,ZK	6
U51C9904	Mental Health and Stress	Z	3

Code	Course	Completion	Credits
U51C9905	Leadership and Talent Management	Z,ZK	4
The course focuses on: understandings the principles, specifics and importance of the different levels of leadership and complementarity of its relation to management theory and business practice; how to create conditions for the development of competences of leaders, and provide a link between leadership and care for the comprehensive development of key employees in the talent management system and processes.			
U51C9906	Corporate Education	Z,ZK	4
The course covers basic approaches to corporate education, and deals with connection of corporate training and education of employees with other types of education and human resource functions, and with current approaches to the development of individuals, teams and enterprises.			
U63C0201	Macroeconomic Analysis	ZK	3
U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
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.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
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.			
U63C9920	Financial Literacy	KZ	3
Subject Financial literacy is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, but also businesses, communities and the state.			
U63C9922	Appraisal and Performance Management and Controlling	KZ	4
Concept and approach to performance management. Concept of performance. Principles and process of performance management. Forms, criteria and methods of employee evaluation. Links to other HR functions. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Assessment Center / Development Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.			
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
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			
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
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 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.			
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

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