## Study plan

## Name of study plan: B-EK-prez.forma od 17/18

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: 114 The role of the block: Z

Code of the group: 1.S.BEK-P OD 17/18 Name of the group: 1.s.BEK od 17/18 prezen ní forma Requirement credits in the group: In this group you have to gain 27 credits Requirement courses in the group: In this group you have to complete 6 courses Credits in the group: 27 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
U04L1101	English Language 1	Z	6	0P+4C	Z	Z
U63C1401	Informatics	ZK	3	0P+2C	Z	Z
U63C1101	Mathematics 1	Z,ZK	6	2P+2C		Z
U63C1301	Business Economics	Z,ZK	6	2P+2C		Z
TV1	Physical Education	Z	0	0+2	Z	Z
U16C1101	Principles of Management Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		Z

#### Characteristics of the courses of this group of Study Plan: Code=1.S.BEK-P OD 17/18 Name=1.s.BEK od 17/18 prezen ní forma

U04L1101	English Language 1	Z	6					
The course is suitable f	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 sl	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	ge skills are submitted to the goal of developing the required level needed for students'professional life.							
U63C1401	Informatics	ZK	3					
U63C1101	Mathematics 1	Z,ZK	6					
U63C1301	Business Economics	Z,ZK	6					
TV1	Physical Education	Z	0					
U16C1101	Principles of Management	Z,ZK	6					

Code of the group: 2.S.BEK-P OD 17/18 Name of the group: 2. semestr BEK od 17/18 povinné p edm ty 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
U04L2101	English Language 2	Z	6	0P+4C	L	Z
U16C2301	Logistics	ZK	3	2P+0C	L	Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2	Z,ZK	6	2P+2C	L	Z
U16C2201	Project Management	ZK	3	1P+1C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z
U63C3301	Accounting	Z,ZK	6	2P+2C		Z
Characteristics of U04L2101 The course is suitable	Theodor Beran Theodor Beran of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17 English Language 2 of or students of bachelor managerial studies. The course focuses on developing all four landing and orientation in a wide-range of topics in the students' respective professional and	/18 Name=2. ser	<b>nestr BE</b> given level, i	.e. reading,	Z writing, speaki	6 ing and
Characteristics of U04L2101 The course is suitable listening, on understar All interconnected lan	of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17 English Language 2 e for students of bachelor managerial studies. The course focuses on developing all four landing and orientation in a wide-range of topics in the students' respective professional and guage skills are submitted to the goal of developing the required level needed for studen	/18 Name=2. ser anguage skills at the g	<b>nestr BE</b> given level, i s well as on	.e. reading, strengtheni	Z   writing, speaki ng and improvir	6 ing and ng gramma
Characteristics of U04L2101 The course is suitable listening, on understar All interconnected lan U16C2301	bf the courses of this group of Study Plan: Code=2.S.BEK-P OD 17 English Language 2 e for students of bachelor managerial studies. The course focuses on developing all four linding and orientation in a wide-range of topics in the students' respective professional and inguage skills are submitted to the goal of developing the required level needed for studen Logistics	/18 Name=2. ser anguage skills at the g	<b>nestr BE</b> given level, i s well as on	.e. reading, strengtheni	Z writing, speaking and improvin ZK	6 ing and ng gramma 3
Characteristics of U04L2101 The course is suitable listening, on understa All interconnected lan U16C2301 U16C2401 The Marketing course and the application the	of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17 English Language 2 e for students of bachelor managerial studies. The course focuses on developing all four landing and orientation in a wide-range of topics in the students' respective professional and guage skills are submitted to the goal of developing the required level needed for studen	/18 Name=2. ser anguage skills at the g l acedemic context, as ts' academic and prof strategies, market se	nestr BE given level, i s well as on essional life	.e. reading, strengtheni 	Z writing, speaking and improvin ZK Z,ZK research, mark	6 ing and ng gramma 3 6 keting mix
Characteristics of U04L2101 The course is suitable listening, on understa All interconnected lan U16C2301 U16C2401 The Marketing course and the application the	of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17         English Language 2         a for students of bachelor managerial studies. The course focuses on developing all four linding and orientation in a wide-range of topics in the students' respective professional and guage skills are submitted to the goal of developing the required level needed for student         Logistics         Marketing         e makes the students familiar with some basic concepts, such as marketing and business ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing bution systems, marketing communications and new trends in marketing.         Mathematics 2	/18 Name=2. ser anguage skills at the g l acedemic context, as ts' academic and prof strategies, market se	nestr BE given level, i s well as on essional life	.e. reading, strengtheni 	Z writing, speaking and improvin ZK Z,ZK research, mark	6 ing and ng gramma 3 6 keting mix
Characteristics of U04L2101 The course is suitable listening, on understa All interconnected lan U16C2301 U16C2401 The Marketing course and the application the links, marketing distril	of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17         English Language 2         e for students of bachelor managerial studies. The course focuses on developing all four landing and orientation in a wide-range of topics in the students' respective professional and guage skills are submitted to the goal of developing the required level needed for student         Logistics         Marketing         e makes the students familiar with some basic concepts, such as marketing and business ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing bution systems, marketing communications and new trends in marketing.	/18 Name=2. ser anguage skills at the g l acedemic context, as ts' academic and prof strategies, market se	nestr BE given level, i s well as on essional life	.e. reading, strengtheni 	Z writing, speaking and improvin ZK Z,ZK research, mark of intermediate Z,ZK ZK	6 ing and ng gramma 3 6 keting mix e distributio
Characteristics of U04L2101 The course is suitable listening, on understan All interconnected lan U16C2301 U16C2401 The Marketing course and the application the links, marketing distril U63C2101	of the courses of this group of Study Plan: Code=2.S.BEK-P OD 17         English Language 2         a for students of bachelor managerial studies. The course focuses on developing all four landing and orientation in a wide-range of topics in the students' respective professional and guage skills are submitted to the goal of developing the required level needed for student         Logistics         Marketing         e makes the students familiar with some basic concepts, such as marketing and business ereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing bution systems, marketing communications and new trends in marketing.         Mathematics 2	/18 Name=2. ser anguage skills at the g l acedemic context, as ts' academic and prof strategies, market se	nestr BE given level, i s well as on essional life	.e. reading, strengtheni 	Z writing, speaki ng and improvin ZK Z,ZK research, mark of intermediate Z,ZK	6 ing and ng gramma 3 6 keting mix e distributio

### Name of the group: 3. semestr BEK povinné p edm ty od 18/19 Requirement credits in the group: In this group you have to gain 21 credits Requirement courses in the group: In this group you have to complete 6 courses Credits in the group: 21 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
U63C3401	Information Systems and Design	ZK	3	1P+1C	Z	Z
U51C2301	Managerial Psychology	ZK	3	1P+1C	L	Z
U63C3201		ZK	3	2P+0C	Z	Z
U65C2301	Law	ZK	3	2P+0C	L	Z
U16C3501	Human Resources Management	ZK	3	2P+0C	Z	Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z

#### Characteristics of the courses of this group of Study Plan: Code=3.S.BEK OD 18/19 Name=3. semestr BEK povinné p edm ty od 18/19

U63C3401	Information Systems and Design	ZK	3					
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information								
system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.								
U51C2301	Managerial Psychology	ZK	3					
The subject acquaints v	The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology,							
which are used to recog	nize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel ma	anagement. They	will understand					
the importance of the pe	rsonality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainte	d with the persona	lity prerequisites					
of managers and their ir	nportance for successful performance of managerial activities, with psychic functions and processes applied in performing ma	nagerial functions	. Developmental					
psychology introduces t	he principles of human development and psychological characteristics of selected developmental periods, personality psych	ology will focus or	n clarifying the					
structure and dynamics	of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look a	at their own behav	ior, behavior of					
others and social pheno	others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in							
deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations.								
The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.								
U63C3201		ZK	3					
U65C2301	Law	ZK	3					

U16C3501	Human Resources Management	ZK	3					
The course introduces n	The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving stral							
objectives of the organiz	objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.							
U63C3101	Statistics 1	Z,ZK	6					
The study results are ve	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.BEK OD 18/19 Name of the group: 4. semestr BEK od 18/19 povinné p edm ty Requirement credits in the group: In this group you have to gain 18 credits Requirement courses in the group: In this group you have to complete 4 courses Credits in the group: 18 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
U00C4101	How to Write Thesis	Z	3	2P+0C		Z
U63C4201	Macroeconomics	ZK	3	2P+0C		Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	Z

### Characteristics of the courses of this group of Study Plan: Code=4.S.BEK OD 18/19 Name=4. semestr BEK od 18/19 povinné p edm ty

U00C4101	How to Write Thesis	Z	3				
U63C4201	Macroeconomics	ZK	3				
Subject introduces stud	ents with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derive	d from basic ecor	nomic schools.				
These schools have over	rrlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon a	nd problems of na	ational economy				
and equilibrium at aggre	egate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	monetary and fisc	al policy.				
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 a	s performance an	alysis. 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 enter	prise, increase m	arket value and				
maximize wealth for sha	areholders.						
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.BEK OD 19/20

Name of the group: 5. semestr BEK od 19/20 povinné p edm ty Requirement credits in the group: In this group you have to gain 9 credits Requirement courses in the group: In this group you have to complete 2 courses Credits in the group: 9

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
U63C5301	Financial and Tax Environment	ZK	3	2P+0C		Z
U63C5101	Operational Research	Z,ZK	6	2P+2C	Z,L	Z

### Characteristics of the courses of this group of Study Plan: Code=5.S.BEK OD 19/20 Name=5. semestr BEK od 19/20 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3					
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy.								
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current								
market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.								
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.								

## Code of the group: 6.S. BEK OD 19/20 Name of the group: 6. semestr BEK od 19/20 povinné p edm ty

### Requirement credits in the group: In this group you have to gain 9 credits Requirement courses in the group: In this group you have to complete 2 courses Credits in the group: 9 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
U16C6301	Quality Management	ZK	3	1P+1C	L	Z

# Characteristics of the courses of this group of Study Plan: Code=6.S. BEK OD 19/20 Name=6. semestr BEK od 19/20 povinné p edm ty

U00C6101	Bachelor Thesis	Z	6
U16C6301	Quality Management	ZK	3
)			

### Name of the block: Povinné p edm ty zam ení Minimal number of credits of the block: 6 The role of the block: PZ

Code of the group: 4.S.BEK OD 18/19 SP Name of the group: 4. semestr BEK od 18/19 p edm ty specializace 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
U63C6301		Z,ZK	6	2P+2C		ΡZ
U63C4401	Management Informatics	Z,ZK	6	0P+4C		PZ
U16C4401	Marketing applications	Z,ZK	6	2P+2C		PZ
U16C4501	Work Performance Management	Z,ZK	6	2P+2C		PZ

# Characteristics of the courses of this group of Study Plan: Code=4.S.BEK OD 18/19 SP Name=4. semestr BEK od 18/19 p edm ty specializace

U63C6301		Z,ZK	6				
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.							
U63C4401	Management Informatics	Z,ZK	6				
U16C4401	Marketing applications	Z,ZK	6				
The Marketing applicati	The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication						
cases will be presented	from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, ma	arketing planning,	STP theory, and				
customer relationship m	nanagement.						
U16C4501	Work Performance Management	Z,ZK	6				
The course is focused of	The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies,						
policies and practices for	policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the						
organization.							

Name of the block: Compulsory elective courses Minimal number of credits of the block: 48 The role of the block: PV

Code of the group: BEK-TP OD 17/18 Name of the group: BEK-technické p edm ty od 17/18 Requirement credits in the group: In this group you have to gain at least 9 credits (at most 12) Requirement courses in the group: In this group you have to complete 3 courses Credits in the group: 9 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
U77C0003	Ecology and Technology	Z,ZK	3	1P+1C	Z	PV
U77C0004	Engineering Materials	ZK	3	2P+0C	Z	PV
U77C0002	Transport Technology	ZK	3	2P+0C	L,Z	PV
U77C0006	Artificial Intelligence	Z,ZK	3	1P+1C	*	PV
U77C0008	Introduction to Cyber Security and Information Security	ZK	3	2P+0C		PV
U77C0005	Selected Industrial Technologies	ZK	3	2P+0C	*	PV
U77C0007	Selected Industrial Technologies A	ZK	6	2P+2C		PV

#### Characteristics of the courses of this group of Study Plan: Code=BEK-TP OD 17/18 Name=BEK-technické p edm ty od 17/18

U77C0003	Ecology and Technology	Z,ZK	3
Environmental protecti	on and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inf	ormation about th	e environment
and shifts in technical	and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).		
U77C0004	Engineering Materials	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport	t technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	nisation of traffic i	n each transport
mode, technologic fact	ors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of t	ransport.
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0007	Selected Industrial Technologies A	ZK	6

### Code of the group: 5.S.BEK OD 19/20 SP

Name of the group: 5. semestr BEK od 19/20 p edm ty specializace

Requirement credits in the group: In this group you have to gain 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses ( at most 3) Credits in the group: 12

### 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
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U63C5402	Business Data Processing	Z,ZK	6	2P+2C		PV

# Characteristics of the courses of this group of Study Plan: Code=5.S.BEK OD 19/20 SP Name=5. semestr BEK od 19/20 p edm ty specializace

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3				
Basic legislation on OS	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 st	aff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS,	Environmental E	ngineering. Fire				
protection. The law on the	protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.						
U16C5402	Design and Brand Management	ZK	3				
U51C5401	Leadership and Employee Education	Z,ZK	6				
The course deals with a	pproaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter	prises.	'				
U63C5302	63C5302 Managerial Tools and Calculations Z,ZK 6						
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 mo	ethod and technic	ue of solving				
1.	procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign an	nd solve research	problems both				
independently and in co	operation with a professional research agency.						
U65C5301	Labor Law	ZK	3				
Labor relations - the cre	ation, modification and termination, safety, collective bargaining.						
U65C6301	Legal Aspects of Consumer Protection	ZK	3				
Basic information on co	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing t	ne importance of				
codes of ethics as one of	of the preventive tools for consumer protection and the cultivation of the consumer market.						

U63C5402	Business Data Processing	Z,ZK	6
Design of primary syste	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP meas	sures and dimensi	ons design and
implementation for deci	sion making purposes and results reporting using pivot charts and tables.		

Code of the group: 5+6.S.BEK OD19/20 EN Name of the group: 5.+ 6. semestr od 19/20 p edm t v cizím jazyce Requirement credits in the group: In this group you have to gain at least 12 credits Requirement courses in the group: In this group you have to complete at least 2 courses Credits in the group: 12

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
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U04E0208	English for Intercultural Communication	Z	6	0P+4C		PV
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
U16E0104	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U16E0105	Political Economy of International Trade Relations	Z,ZK	6	2P+2C	L	PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		PV
U16E0501	Talent Management	Z,ZK	6	0P+4C		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
U88E0205	Foreign Experience	Z	6	0P+4C		PV

# Characteristics of the courses of this group of Study Plan: Code=5+6.S.BEK OD19/20 EN Name=5.+ 6. semestr od 19/20 p edm t v cizím jazyce

U04E0202	Business Correspondence	ZK	3				
The aim of the course to	belp students write better emails in English as emails are the most common form of written communication. It is aimed at ir	termediate or up	per-intermediate				
level, and consists of se	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 expressio	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	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 o	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 theoretica						
background of this conc	ept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	oorting standards.	It includes a link				
between the CSR conce	ept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies a	and practices cove	er case studies				
of projects designed ab	road, and in Czech conditions.						
U04E0204	Critical Thinking	ZK	3				
The primary objective of	the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	m-solving skills. T	hrough the				
discussion and practica	I use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	d in the practice of	of reasoned				
decision-making with th	e emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing an	d language skills (	developed in this				
course might be used a	cross the curriculum.						
U16E0102	Cross-Cultural Management	Z,ZK	6				
Managing cultural divers	sity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from diff	erent background	s in the business				
world. Knowledge of cro	ss-cultural differences and their practical use increases the efficiency of interaction between representatives of different nationa	I cultures and cou	ld be considered				
one of the core compete	encies of a successful manager in the global environment. The course is open to students of all majors looking for deeper kno	wledge about how	<i>w</i> culture shapes				
management practices	in international companies as well as the cultural orientations of individual managers and organization members.						
U04E0208	English for Intercultural Communication	Z	6				
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6				
Students will be able to	Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use						
relevant information and	methods to develop business plans, analyse risks and their impact on the feasibility of business plans).						
U16E0104	International Trade and Finance	Z,ZK	6				
U63E0101	Introduction to Game Theory	KZ	3				

U04E0201	letworking in English	ZK	3
	communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and stra	ategies of effective	and appropriate
business communication,	interaction and behaviour in typical networking situations (personal branding, creation and management of a network of b	usiness contacts v	vith people who
might help with extension	and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and	grammar developi	ment, teamwork,
and individual feedback. P	ractical language skills will be systematically developed in contexts and situations relevant to professional work.		
U16E0105 F	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an	interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa	al topics dealing w	ith the economic
policy will be discussed: E	xternal Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance	of Payment analys	sis, emphasising
the good and service trans	sactions vs the capital flows performing movements in the capital account. The methodology introduces to students the im	portant section of	International
political economy (IPE) rel	lating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	rse development s	strategies, the
role of multinational corpo	rations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of intern	ational trade will b	e analyzed.
U04E0203 F	Presentation Skills	ZK	3
Students will adopt main r	ules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategie	s in English. Stude	ents will develop
their own presentation skil	Is in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cou	rse is aimed at inte	ermediate and
upper-intermediate level.			
U63E0201 S	Social Determinants of Global Business	ZK	3
Anotation: The course intro	oduces students of technical university to the social determinants of international business. It does that predominantly by a	comparing physica	al, institutional
and social environment of	individual countries and key regions of world economy. Students get to know about different religions and cultures, necess	sary for doing bus	ness in diverse
societies as well as indexe	s of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars	s help to improve o	n the knowledge
in the form of discussions	based on individual readings.		
U16E0501 T	alent Management	Z,ZK	6
The course is aimed at pra	actical application of knowledge and basic skills of Talent Management as well as the development of personal competenc	ies of each studer	nt in order to
improve individual self-pre	sentation and to succeed during the Recruiting Process and Employee / Employer Selection process.		
U88E0201 S	Selected Business Management Issues A-1	ZK	6
U88E0202 S	Selected Business Management Issues A-2	ZK	6
	Selected Business Management Issues B-1	ZK	3
U88E0204 S	Selected Business Management Issues B-2	ZK	3
U88E0205 F	Foreign Experience	Z	6

### Code of the group: 6.S. BEK OD 19/20 SP

Name of the group: 6. semestr BEK od 19/20 p edm ty specializace 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
U16C6501	Commmunication and Managerial Skills	Z,ZK	6	2P+2C		PV
U16C6401	Online Marketing	Z,ZK	6	2P+2C	L	PV
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C		PV
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PV

### Characteristics of the courses of this group of Study Plan: Code=6.S. BEK OD 19/20 SP Name=6. semestr BEK od 19/20 p edm ty

Z,ZK

Z,ZK

6

specializace U16C6501 Communication and Managerial Skills The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions. U16C6401 **Online Marketing** The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on

the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow students to obtain certification in the field of Internet marketing. U63C4303 Accounting in the Czech Republic Z,ZK 6 Module is focused on the financial reporting according to currently valid Czech accounting legislature. U63C6401 Z,ZK 6

Code of the group: 6.S.BEK PVP OD 19/20

Name of the group: 6. semestr BEK povinn volitelné p edm ty od 19/20

Requirement credits in the group: In this group you have to gain at least 9 credits Requirement courses in the group: In this group you have to complete at least 2 courses

### Credits in the group: 9 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
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U16C6501	Commmunication and Managerial Skills	Z,ZK	6	2P+2C		PV
U63C4401	Management Informatics	Z,ZK	6	0P+4C		PV
U16C6401	Online Marketing	Z,ZK	6	2P+2C	L	PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C		PV
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PV

# Characteristics of the courses of this group of Study Plan: Code=6.S.BEK PVP OD 19/20 Name=6. semestr BEK povinn volitelné p edm tv od 19/20

U63C4401	Management Informatics	Z,ZK	6
U16C6501	Communication and Managerial Skills	Z,ZK	6
mplementation of r vell as acquire the vill acquire basic sh on their actions. J16C6401	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication a managerial practice. Students are aware of the course of the communication process and techniques that lead to succes skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the kills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use th Online Marketing ith marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing the	essful dialogue and achievem part focused on managerial e acquired skills in practice a Z,ZK	ent of goals, a skills, student nd get feedbac 6
market in an online he Internet, unders	ology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measu stand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learnin certification in the field of Internet marketing.	ring and evaluating marketin	g activities on
J63C4303 Module is focused of	Accounting in the Czech Republic on the financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
J63C6401		Z,ZK	6
J65C6101	Grant Management	ZK	3
J16C6101	Etiquette for Managers prms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can	manager face during busines	3 ss meetings,
Introduction to all for presentations or ev	ents.		

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. BEK-J OD 18/19 Name of the group: 3. semestr BEK Jazyky od 18/19 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
U04L3503	Portuguese 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	e courses of this group of Study Plan: Code=3.S. BEK-J OD 18/	19 Name-3	somostr	BEK Jazy	ky od 18	R/10
	Indish Language 3	19 Name=5.	semesu		7	6
	udents of bachelor managerial studies. Seminars cover Business Terminology and Cor	nmunication Skills	s as well as	grammar. The	e course fo	Ũ
	reading, writing, speaking and listening, on understanding and orientation in a wide-ra			•		
1 0 0 0	ills are submitted to the goal of developing the required level needed for students' profe	•	<u> </u>	5	55	
U04L3102 Er	nglish Language 3-1				Z	3
The course is suitable for st	udents of bachelor managerial studies. Seminars cover Business Terminology and Cor	mmunication Skills	s as well as	grammar. The	e course fo	cuses on
developing language skills -	reading, writing, speaking and listening, on understanding and orientation in a wide-ra	ange of topics, on	strengthen	ng and improv	ving gramn	nar. All
interconnected language sk	ills are submitted to the goal of developing the required level needed for students' profe	essional life.				
U04L3501 Fr	ench Language 3-1				Z	3
The course is suitable for ba	chelor students. The course develops all language competencies in the French language	ge at level A2-B1 a	according to	the CEFR: sp	eaking, rea	ading, listening
and writing. In the course, s	tudents foster their knowledge of grammar and vocabulary for everyday situations. The	course focuses c	on commun	cative skills. It	is suitable	for beginners.
U04L3401 Ge	erman Language 3-1				Z	3
The course is suitable for ba	chelor students. The course develops all language competencies in the German language	ge at level A2-B1 a	according to	the CEFR: sp	eaking, re	ading, listening
and writing. In the course, stu	idents foster their knowledge of grammar and vocabulary for everyday situations. The cou	urse focuses on co	mmunicativ	e skills. It is su	itable for p	re-intermediate
students.						
U04L3503 Pc	rtuguese Language 3-1				Z	3
The course is suitable for ba	achelor students. The course develops all language skills in the Portuguese language a	at level A1 accordi	ing to the C	EFR: speakin	g, reading,	listening and
writing. Students will familia	rise themselves with the basics of Portuguese grammar and lexis for everyday situation	ns. The course for	cuses on co	mmunicative	skills. It is s	suitable for
biginners/ false beginners						
U04L3601 Ru	ussian Language 3-1				Z	3
The course is suitable for ba	achelor students. The course develops all language skills in the Russian language at le	vel A1 according	to the CEF	R: speaking, re	eading, list	ening and
writing. Students will familia	ise themselves with the basics of Russian grammar and lexis for everyday situations. Th	ne course focuses	on commu	nicative skills.	lt is suitabl	e for biginners/
false beginners						
U04L3502 Sp	panish Language 3-1				Z	3
	achelor students. The course develops all language skills in the Spanish language on th	he level A1 accord	ding to the	CEFR: speakir	ng, reading	, listening and
writing. Students will familia	rise themselves with the basics of Spanish grammar and lexis for everyday situations. T	The course focuse	es on comm	unicative skill	s. The cour	rse is designed
EXCLUSIVELY for beginner	s/ false beginners.					
Code of the arou	p: 4.S.BEK OD 18/19 J					

Name of the group: 4. semestr BEK od 18/19 jazyková výuka

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
U04L4503	Portuguese language 4-1	Z	3	0P+2C		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.BEK OD 18/19 J Name=4. semestr BEK od 18/19 jazyková výuka

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 ski	Ils 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 of	context, as well as on strengthening and i	nproving 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 ski	Ils 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 of	context, as well as on strengthening and i	nproving 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. I	provides an
introduction to sociocultural aspects of present-day France and French-speaking world.		
U04L4401 German Language 4-1	Z	3
U04L4503 Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CE	FR: speaking, reading, listening and writ	ng.
U04L4601 Russian Language 4-1	7	0

	Spanish Language 4-1	Z	3
	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		
EXCLUSIVELY for I	beginners/ false beginners.		
	List of courses of this pass:		
Cada	Name of the optime	Completion	Cradit
Code	Name of the course	Completion	Credit
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4101	How to Write Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
		ZK	3
U04E0201	Networking in English		-
• ·	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		
night help with exte	ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gran		t, teamwo
	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession		
U04E0202	Business Correspondence	ZK	3
	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interr		
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	-	-
such as fixed expre	essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	-	elves clear
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	unication	
U04E0203	Presentation Skills	ZK	3
	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in		
their own presenta	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	is aimed at interm	nediate an
	upper-intermediate level.		
U04E0204		ZK	3
1	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problen		-
The primary obje	Critical Thinking	n-solving skills. Th	rough the
The primary obje discussion and p	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem	n-solving skills. Th I in the practice of	rough the reasoned
The primary obje discussion and p	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved	n-solving skills. Th I in the practice of	rough the reasoned
The primary obje discussion and p decision-making wit	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problen practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum.	n-solving skills. Th I in the practice of nguage skills deve	rough the reasoned loped in th
The primary object discussion and p decision-making wite U04E0208	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lan course might be used across the curriculum. English for Intercultural Communication	n-solving skills. Th I in the practice of nguage skills deve Z	rough the reasoned loped in th
The primary object discussion and p decision-making wit U04E0208 U04L1101	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum. English for Intercultural Communication English Language 1	n-solving skills. Th I in the practice of nguage skills deve Z Z	rough the reasoned loped in th 6 6
The primary objection of the primary objection of the primary objective discussion and provide the primary objective discussion of the primary objective discussion objective discussion objective discussin objec	Critical Thinking ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and law course might be used across the curriculum. English for Intercultural Communication English Language 1 uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	n-solving skills. Th I in the practice of nguage skills deve Z Z mar. The course for	rough the reasoned loped in th 6 cuses on
The primary objection of the primary objection of the primary objective discussion and provide the primary objective discussion of the primary objective discussion objective discussion objective discussin objec	Critical Thinking           ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum.           English for Intercultural Communication           English Language 1           uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as graming use skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and studies.	n-solving skills. Th I in the practice of nguage skills deve Z Z mar. The course fo nd improving gram	rough the reasoned loped in th 6 cuses on
The primary objective discussion and p decision-making wite U04E0208 U04L1101 The course is su developing lang	Critical Thinking active of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum. English for Intercultural Communication English Language 1 uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as graming guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and interconnected language skills are submitted to the goal of developing the required level needed for students'professional life	n-solving skills. Th I in the practice of nguage skills deve Z Z mar. The course fo nd improving gran	loped in the freasoned loped in the freasoned loped in the free free free free free free free fr
The primary objective discussion and p decision-making wite U04E0208 U04L1101 The course is su developing lang U04L2101	Critical Thinking active of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum. English for Intercultural Communication English Language 1 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 and interconnected language skills are submitted to the goal of developing the required level needed for students'professional lif English Language 2	n-solving skills. Th I in the practice of nguage skills deve Z Z mar. The course fo nd improving gran e. Z	loped in the reasoned loped in the 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The primary objective discussion and p decision-making with U04E0208 U04L1101 The course is su developing lang U04L2101 The course is su	Critical Thinking           ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem           practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved           the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum.           English for Intercultural Communication           English Language 1           uitable 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 at interconnected language skills are submitted to the goal of developing the required level needed for students'professional lif           English Language 2           itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading is the students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading is the students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading is the students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading is the students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. readitis the given level is the given level, i.e. reading is t	n-solving skills. Th l in the practice of nguage skills deve Z mar. The course for nd improving gran e. Z ading, writing, spe	rough the reasoned loped in th 6 cuses on mar. All 6 aking and
The primary objective discussion and p decision-making with U04E0208 U04L1101 The course is su developing lang U04L2101 The course is su listening, on unders	Critical Thinking           ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved the the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar course might be used across the curriculum.           English for Intercultural Communication           English Language 1           itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramming use skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and interconnected language skills are submitted to the goal of developing the required level needed for students' professional lif           English Language 2           itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening	n-solving skills. Th l in the practice of nguage skills deve Z mar. The course for nd improving gran e. Z ading, writing, spe ening and improvi	rough the reasoned loped in th 6 cuses on mar. All 6 aking and
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004L3501	Fiench Language 3-1	Ζ.	3					
The course is suitab	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 c	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative ski	ills. It is suitable fo	r beginners.					
U04L3502	Spanish Language 3-1	Z	3					
The course is suita	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 wi	I 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.							
U04L3503	Portuguese Language 3-1	Z	3					
The course is suita	ble for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: spo	eaking, reading, lis	stening and					
writing. Students	will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communi	cative skills. It is s	uitable for					
	biginners/ false beginners							

U04L3601	Russian Language 3-1	Z	3
The course is su	table for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea	aking, reading, liste	ening and
writing. Students wi	II familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s	kills. It is suitable fo	or biginners/
	false beginners		
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		-
-	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		-
U04L4102	English Language 4-1	Z,ZK	3
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	8 8 I	U U
	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	<b>e</b> .	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		2
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
I ne course deve	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening introduction to sociocultural aspects of present-day France and French-speaking world.	g and writing. It pro	ovides an
		7	2
U04L4502	Spanish Language 4-1 ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	Z	3 stoping and
	Ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative		-
witting. Students wi	EXCLUSIVELY for beginners/ false beginners.	Skiis. The course	is designed
U04L4503	Portuguese language 4-1	Z	3
	develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading		
U04L4601	Russian Language 4-1	Z	3
U16C1101	Principles of Management	Z,ZK	6
U16C2201	Project Management	ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing co	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marke	ting research, mai	rketing mix
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, ty	pes of intermediate	e distribution
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C3501	Human Resources Management	ZK	3
	ces modern principles and practices of human resource management in the organization, explains the key role of human resource man		
-	of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in		-
U16C4401	Marketing applications	Z,ZK	6
	plication course is focused on the marketing communication issues. The course makes students familiar with every part of the commu		
cases will be prese	nted from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marke customer relationship management.	ting planning, STP	theory, and
U16C4501		Z,ZK	6
	Work Performance Management ed on the development of managerial skills in performance management in the organization. Through lectures and seminars, student		-
	ctices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor		<b>e</b> .
	organization.	manoo managom	
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation		-
-	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		
protec	tion. 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
	course student should be able to define a problem for a research project, to specify the goals and target group, to determine the met	hod 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 pro	blems 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 fac	e during business	meetings,
	presentations or events.		
U16C6102	Presentation Skills	Z	3
Students will ado	pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	eir own presentatio	on skills in
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16C6301	Quality Management	ZK	3
	)		
U16C6401	Online Marketing	Z,ZK	6
	ith marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, stud		
	nology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Un e environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and eval		
	stand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "D		
	stand the basics of electronic confinence and the possibilities of foreign expansion. The course is based on the e-learning platform "D students to obtain certification in the field of Internet marketing.	iyilar Jaraye , Will	
U16C6501	Communication and Managerial Skills	Z,ZK	6
	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial		
	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue		
	skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused		-
	kills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skil	-	
	on their actions.		

background of this of	Corrected Costal Decreasibility			
background of this of	Corporate Social Responsibility	Z,ZK	6	
-	vith corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an			
	concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporti	-		
between the Corr	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.	i practices cover c	ase studies	
U16E0102	Cross-Cultural Management	Z,ZK	6	
	liversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different	-		
	f cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cu			
one of the core com	npetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowle management practices in international companies as well as the cultural orientations of individual managers and organization me	•	lture shape	
U16E0103			6	
	Entrepreneurship and Business Plan le to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bu	Z,ZK	-	
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans			
U16E0104	International Trade and Finance	Z,ZK	6	
U16E0105	Political Economy of International Trade Relations	Z,ZK	6	
	rse, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several to		-	
-	sed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of P			
-	vice transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the impo		-	
political economy	(IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse	e development stra	ategies, the	
role of multination	nal corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internal	tional trade will be	analyzed.	
U16E0501	Talent Management	Z,ZK	6	
The course is aim	ned at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencie		in order to	
	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proce			
U51C2301	Managerial Psychology	ZK	3	
	ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo			
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana			
	e personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted wi			
-	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities of calculated developmental particle activities and psychiatric activities and psychiatric activities are activities and psychiatric activities and psychiatric activities are activities are activities and psychiatric activities are activities and psychiatric activities are activities are activities are activities and psychiatric activities are activitie		-	
	uces the principles of human development and psychological characteristics of selected developmental periods, personality psycholo mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at th			
-	henomena around them with theoretical background and concepts of social psychology so that they can understand people's social l			
	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, esp			
-	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobile	-		
U51C5401	Leadership and Employee Education	Z,ZK	6	
1	ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus		1 -	
U63C1101	Mathematics 1	Z,ZK	6	
U63C1301	Business Economics	,	-	
		Z.ZK	6	
	Informatics	Z,ZK ZK	6	
U63C1401	Informatics Mathematics 2	ZK	3	
U63C1401 U63C2101	Mathematics 2	ZK Z,ZK	3 6	
U63C1401 U63C2101 U63C3101	Mathematics 2 Statistics 1	ZK Z,ZK Z,ZK	3 6 6	
U63C1401 U63C2101 U63C3101 The study results a	Mathematics 2 Statistics 1 are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by th	ZK Z,ZK Z,ZK e teacher at the be	3 6 6 eginning of	
U63C1401 U63C2101 U63C3101 The study results a the semester. In the	Mathematics 2 Statistics 1	ZK Z,ZK Z,ZK e teacher at the be quired quality and	3 6 eginning of scale, and	
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U63C1401 U63C2101 U63C3101 The study results a the semester. In the	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and the minimum level of 60%.	ZK Z,ZK Z,ZK e teacher at the be quired quality and	3 6 eginning of scale, and	
U63C1401 U63C2101 U63C3101 The study results a the semester. In tr passing the final tr U63C3201	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	ZK Z,ZK Z,ZK e teacher at the be quired quality and nd practices within ZK	3 6 eginning of scale, and the topics	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3301	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and the minimum level of 60%.	ZK Z,ZK z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK	3 6 eginning of scale, and the topics 3 6	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3301	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.           Accounting	ZK Z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form	3 6 eginning of scale, and the topics 3 6	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3301 The course focuses	Mathematics 2         Statistics 1         are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.         Accounting         on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to performed.	ZK Z,ZK z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form nents.	3 6 eginning of scale, and the topics 3 6	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3301 The course focuses U63C3401	Mathematics 2         Statistics 1         are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.         Accounting         on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial state	ZK Z,ZK z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form nents. ZK	3 6 6 eginning of scale, and the topics 3 6 n accounting 3	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3301 The course focuses U63C3401	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.           Accounting           on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater Information Systems and Design	ZK Z,ZK z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form nents. ZK cle, approaches to	3 6 6 eginning of scale, and the topics 3 6 n accounting 3	
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U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3201 The course focuses U63C3401 Fundamental terms U63C4101	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.           Accounting           on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater           Information Systems and Design           information system of enterprise, information system lifecy system development, business process modeling using BPMN, UML and others, information system modeling - UML and data m	ZK Z,ZK z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form ments. ZK cle, approaches to odeling. Z,ZK	3 6 eginning of scale, and the topics 3 6 n accounting 3 0 information	
U63C1401 U63C2101 The study results a the semester. In th passing the final th U63C3201 U63C3201 The course focuses U63C3401 Fundamental terms U63C4101 The course devel	Mathematics 2         Statistics 1         are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.         Accounting         on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater         Information Systems and Design         a, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy system development, business process modeling using BPMN, UML and others, information system modeling - UML and data m	ZK Z,ZK Z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form ments. ZK cle, approaches to odeling. Z,ZK during the study S	3         6         9         9         1         1         1         1         1         1         1         1         1         1         2         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         5         6         5         5         6         5         6         6         6         6         6         6         6         6         6         6         6 <td< td=""></td<>	
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U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3201 U63C3301 The course focuses U63C4101 The course devel Deepening relates th Statistics I course. A U63C4201	Mathematics 2           Statistics 1           are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the ecourse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the reest at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.           Accounting           on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater           Information Systems and Design           system development, business process modeling using BPMN, UML and others, information system modeling - UML and data m           Statistics 2           lops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the kAfter completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowle qualitative data files.	ZK Z,ZK Z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form ments. ZK cle, approaches to odeling. Z,ZK during the study S nowledge acquired dge from both qua	3         6         6         9         1         1         1         1         1         1         2         1         1         1         2         1         1         1         2         1         1         1         2         1         1         1         2         3         3         3         3         3         3         3         3         3         3         3         3         3         3	
U63C1401 U63C2101 U63C3101 The study results a the semester. In th passing the final th U63C3201 U63C3201 U63C3301 The course focuses U63C4101 The course devel Deepening relates th Statistics I course. A U63C4201 Subject introduces	Mathematics 2         Statistics 1         are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the recourse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles are listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.         Accounting         on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater         Information Systems and Design         •••••••••••••••••••••••••••••••••••	ZK Z,ZK Z,ZK e teacher at the be quired quality and nd practices within ZK Z,ZK m a simplified form ments. ZK cle, approaches to odeling. Z,ZK during the study S nowledge acquired dge from both qua ZK from basic econom	3         6         eginning of scale, and the topics         3         6         n accounting         3         6         n formation         6         1         6         1         6         1         6         1         6         1         6         1         6         1         6         1         7         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1         3         1	
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U63C5301	Financial and Tax Environment	ZK	3
	urrent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	n advanced mark	et economy.
	gory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina		
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculated and classification of taxes.	ulations.	
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary	ystem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	s and dimensions	design and
	implementation for decision making purposes and results reporting using pivot charts and tables.		
U63C6301		Z,ZK	6
The course is focus	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	n with a focus on l	egal entities.
U63C6401		Z,ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U63E0201	Social Determinants of Global Business	ZK	3
Anotation: The co	rse introduces students of technical university to the social determinants of international business. It does that predominantly by con	nparing physical, i	nstitutional
and social environ	nent of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary	for doing busines	s in diverse
societies as well as	ndexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help	p to improve on th	e knowledge
	in the form of discussions based on individual readings.		
U65C2301	Law	ZK	3
U65C5301	Labor Law	ZK	3
	Labor relations - the creation, modification and termination, safety, collective bargaining.		
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information of	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. É	mphasizing the in	portance of
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
U77C0002	Transport Technology	ZK	3
	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa		
mode, technolo	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using va	arious means of ti	anenort
			апэрон.
U77C0003	Ecology and Technology	Z,ZK	3
	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform	nation about the e	3
Environmental pro	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (	nation about the e	3 nvironment
Environmental pro	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials	nation about the e UN). ZK	3 nvironment 3
Environmental pro U77C0004 U77C0005	and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials Selected Industrial Technologies	nation about the e UN). ZK ZK	3 nvironment
Environmental pro	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (technologies Selected Industrial Technologies Artificial Intelligence	nation about the e UN). ZK	3 nvironment 3
Environmental pro U77C0004 U77C0005	and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials Selected Industrial Technologies	nation about the e UN). ZK ZK	3 nvironment 3 3
Environmental pro U77C0004 U77C0005 U77C0006	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (technologies Selected Industrial Technologies Artificial Intelligence	nation about the e UN). ZK ZK Z,ZK	3 nvironment 3 3 3
Environmental pro U77C0004 U77C0005 U77C0006 U77C0007	Artificial Intelligence Selected Industrial Technologies Artificial Intelligence Selected Industrial Technologies A	nation about the e UN). ZK ZK Z,ZK ZK	3 nvironment 3 3 3 6
Environmental pro U77C0004 U77C0005 U77C0006 U77C0007 U77C0008	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials Selected Industrial Technologies Artificial Intelligence Selected Industrial Technologies A Introduction to Cyber Security and Information Security Selected Business Management Issues A-1	nation about the e UN). ZK ZK Z,ZK ZK ZK	3 nvironment 3 3 3 6 3
Environmental pro U77C0004 U77C0005 U77C0006 U77C0007 U77C0008 U88E0201 U88E0202	tection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials Selected Industrial Technologies Artificial Intelligence Selected Industrial Technologies A Introduction to Cyber Security and Information Security Selected Business Management Issues A-1 Selected Business Management Issues A-2	ation about the e UN). ZK ZK Z,ZK ZK ZK ZK ZK ZK	3 nvironment 3 3 3 6 3 6 6 6
Environmental pro U77C0004 U77C0005 U77C0006 U77C0007 U77C0008 U88E0201	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (I Engineering Materials Selected Industrial Technologies Artificial Intelligence Selected Industrial Technologies A Introduction to Cyber Security and Information Security Selected Business Management Issues A-1	nation about the e UN). ZK ZK Z,ZK ZK ZK ZK	3 nvironment 3 3 3 6 3 6 3 6

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