### Study plan

### Name of study plan: B-EM-P prezen ní studium od 18/19

Faculty/Institute/Others: Department: Branch of study guaranteed by the department: Welcome page Garantor of the study branch: Program of study: Economics and Management Type of study: Bachelor full-time Required credits: 162 Elective courses credits: 18 Sum of credits in the plan: 180 Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 102 The role of the block: Z

Code of the group: 1.S.BEM OD 18/19 Name of the group: 1.S. Ekonomika a management 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 5 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
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.BEM OD 18/19 Name=1.S. Ekonomika a management povinné p edm ty od 18/19

<u> </u>			
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
01001101		2,21	0

### Code of the group: 2.S.EM OD 18/19

Name of the group: 2.s. Ekonomika a management od 18/19 povinné p edm ty Requirement credits in the group: In this group you have to gain 24 credits Requirement courses in the group: In this group you have to complete 6 courses Credits in the group: 24

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C2301	Logistics	ZK	3	2P+0C	L	Z
U16C2401	Marketing Petra Jílková <b>Petra Jílková</b>	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2	Z,ZK	6	2P+2C	L	Z

TV2	Physical Education	Z	0	0+2	L	Z
U63C3301	Accounting Theodor Beran Theodor Beran	Z,ZK	6	2P+2C		Z
U16C2202	Project Management Basics	Z,ZK	3	1P+1C		Z

### Characteristics of the courses of this group of Study Plan: Code=2.S.EM OD 18/19 Name=2.s. Ekonomika a management od 18/19 povinné p edm ty

<i>,</i>		
Logistics	ZK	3
Marketing	Z,ZK	6
makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	, rketing research,	marketing mix
reof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	diate distributior
ution systems, marketing communications and new trends in marketing.		
Mathematics 2	Z,ZK	6
Physical Education	Z	0
Accounting	Z,ZK	6
the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to pe	erform a simplified	form accounting
asic economic transactions during the accounting cycle and perform basic tasks within the financial statements.		
Project Management Basics	Z,ZK	3
	Marketing         makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma reof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic ution systems, marketing communications and new trends in marketing.         Mathematics 2         Physical Education         Accounting         the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to persist economic transactions during the accounting cycle and perform basic tasks within the financial statements.	Marketing       Z,ZK         makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, is reof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermentation systems, marketing communications and new trends in marketing.         Mathematics 2       Z,ZK         Physical Education       Z         Accounting       Z,ZK         the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified asic economic transactions during the accounting cycle and perform basic tasks within the financial statements.

#### Code of the group: 3.S.EM OD 18/19

Name of the group: 3. semestr Ekonomika a management od 18/19 povinné p edm ty 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
U65C3301	Law	ZK	3	2P+0C		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.EM OD 18/19 Name=3. semestr Ekonomika a management od 18/19 povinné p edm ty

U63C3401	Information Systems and Design	ZK	3
Fundamental terms, info	rmation systems architecture, basic types of software applications for information system of enterprise, information system life	ecycle, approache	es to information
system development, bu	siness process modeling using BPMN, UML and others, information system modeling - UML and data modeling.		
U51C2301	Managerial Psychology	ZK	3
The subject acquaints w	ith the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at r	nodern 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	nagement. 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 acquainted	d with the persona	lity prerequisites
of managers and their in	portance for successful performance of managerial activities, with psychic functions and processes applied in performing mar	nagerial functions	. Developmental
psychology introduces t	ne principles of human development and psychological characteristics of selected developmental periods, personality psycho	logy will focus or	clarifying the
structure and dynamics	of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at	their own behavi	or, behavior of
others and social pheno	mena around them with theoretical background and concepts of social psychology so that they can understand people's soci	al behavior more	and put them in
	ts will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, e		
The second will also a sh	at out the workload and wave of its alimination, as well as problematic abanemens of the working environment such as make	the end to be a set to an intervention of the second	
The course will also poi	t out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobb	ing, bossing, buri	nout, etc.
U63C3201	it out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as modo	ZK	nout, etc. 3
· · · ·	Law	<u> </u>	
U63C3201 U65C3301		ZK ZK	3
U63C3201 U65C3301 Following the initial lectu	Law	ZK ZK	3
U63C3201 U65C3301 Following the initial lectu	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or	ZK ZK	3
U63C3201 U65C3301 Following the initial lectu to law shall form the base U16C3501	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students.	ZK ZK ther fields of law.	3 3 This introduction 3
U63C3201 U65C3301 Following the initial lectu to law shall form the base U16C3501 The course introduces n	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students. Human Resources Management	ZK ZK ther fields of law. ZK nanagement in ac	3 3 This introduction 3
U63C3201 U65C3301 Following the initial lectu to law shall form the base U16C3501 The course introduces n	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students. Human Resources Management redern principles and practices of human resource management in the organization, explains the key role of human resource management.	ZK ZK ther fields of law. ZK nanagement in ac	3 3 This introduction 3
U63C3201 U65C3301 Following the initial lectu to law shall form the bas U16C3501 The course introduces n objectives of the organiz U63C3101	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students. Human Resources Management odern principles and practices of human resource management in the organization, explains the key role of human resource m ation and introduces fundamental human resource functions that determine the competitiveness of the organization in the m	ZK ZK ther fields of law. ZK hanagement in ac arket economy. Z,ZK	3 3 This introduction 3 hieving strategic 6
U63C3201 U65C3301 Following the initial lectu to law shall form the bas U16C3501 The course introduces n objectives of the organiz U63C3101 The study results are very	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students. Human Resources Management odern principles and practices of human resource management in the organization, explains the key role of human resource m ration and introduces fundamental human resource functions that determine the competitiveness of the organization in the m Statistics 1	ZK ZK ther fields of law. ZK nanagement in ac arket economy. Z,ZK the teacher at the	3 3 This introduction 3 hieving strategic 6 e beginning of
U63C3201 U65C3301 Following the initial lectu to law shall form the base U16C3501 The course introduces n objectives of the organiz U63C3101 The study results are very the semester. In the course	Law res on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and or ic pillar of legal knowledge of MUVS students. Human Resources Management odern principles and practices of human resource management in the organization, explains the key role of human resource m cation and introduces fundamental human resource functions that determine the competitiveness of the organization in the m Statistics 1 rified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by	ZK ZK ther fields of law. ZK anagement in ac arket economy. Z,ZK the teacher at the required quality an	3 3 This introduction 3 hieving strategic 6 e beginning of nd scale, and

#### Code of the group: 4.S. EM OD18/19

Name of the group: 4. semestr Ekonomika a management 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:

note on the g	noup.					
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
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
U00C4104	Fundamentals of Thesis	Z	3	2P+0C	L	Z

# Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD18/19 Name=4. semestr Ekonomika a management od 18/19 povinné p edm ty

U63C4201	Macroeconomics	ZK	3
Subject introduces stu	dents with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derivi	ed from basic eco	nomic schools.
	verlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon a		,
1 69	regate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	monetary and fisc	cal policy.
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen an	nd deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	as performance an	alysis. The mair
	ed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target ente	rorise increase m	arket value and
emphasis will be place	a on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	nprioo, inorodoo m	
emphasis will be place maximize wealth for sh			
		Z,ZK	6
maximize wealth for sh U63C4101	nareholders.	Z,ZK	6
maximize wealth for sh U63C4101 The course develops of	hareholders.	Z,ZK	6 Statistics I.
maximize wealth for sh U63C4101 The course develops of Deepening relates to the	hareholders. Statistics 2 In the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquire	Z,ZK d during the study he knowledge acq	6 Statistics I. uired in previou

#### Code of the group: 5.S. EM OD 18/19

Name of the group: 5. semestr Ekonomika a management od 18/19 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. EM OD 18/19 Name=5. semestr Ekonomika a management od 18/19 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 categor	Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the curren						
market system. Tax syst	em 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. EM OD 18/19

Name of the group: 6. semestr Ekonomika a management od 18/19 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
U16C6302	Quality Management	ZK	3	2P+0C	L	Z

# Characteristics of the courses of this group of Study Plan: Code=6.S. EM OD 18/19 Name=6. semestr Ekonomika a management od 18/19 povinné p edm ty

U00C6101	Bachelor Thesis	Z	6
U16C6302	Quality Management	ZK	3
The content of the cours	se consists of various quality management systems with a focus on the most currently used systems as well as non-systemi	c approaches to q	uality. It also
contains examples of pr	actical use of quality systems.		

#### Name of the block: Compulsory elective courses Minimal number of credits of the block: 42 The role of the block: PV

### Code of the group: BEM-T OD 18/19

Name of the group: Ekonomika a management technické p edm ty od 18/19 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=BEM-T OD 18/19 Name=Ekonomika a management technické p edm ty od 18/19

U77C0003	Ecology and Technology	Z,ZK	3
Environmental prote	ction and sustainable development and their development since 1990 and current sustainability problems, trends, sources of info	ormation about the	e environment
and shifts in technic	al 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
	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga actors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v		n each transport
		arious means of th	ansport.
	Artificial Intelligence	Z,ZK	ansport. 3
U77C0006			ansport. <u>3</u> 3
U77C0006 U77C0008 U77C0005	Artificial Intelligence	Z,ZK	ansport. 3 3 3

Code of the group: 4.S. EM OD 18/19 SP

Name of the group: 4. semestr Ekonomika a management od 18/19 oborové zam ení 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
U63C4401	Management Informatics	Z,ZK	6	0P+4C		PV

U16C4401	Marketing applications	Z,ZK	6	2P+2C	PV
U16C4501	Work Performance Management	Z,ZK	6	2P+2C	PV
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C	PV

### Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD 18/19 SP Name=4. semestr Ekonomika a management od 18/19 oborové zam ení

U63C4401	Management Informatics	Z,ZK	6
U16C4401	Marketing applications	Z,ZK	6
The Marketing applicati	on course is focused on the marketing communication issues. The course makes students familiar with every part of the com	munication 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	n the development of managerial skills in performance management in the organization. Through lectures and seminars, stud	ents will learn effe	ective strategies,
policies and practices for	or efficient performance management in the organization and the main tasks of managers in various activities related to perfo	ormance manager	nent in the
organization.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on th	e financial reporting according to currently valid Czech accounting legislature.	•	

#### Code of the group: 5+6.S. EM OD18/19 SP

Name of the group: 5. + 6. semestr Ekonomika a management od 18/19 oborové zam ení 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 at least 3 courses (at most 4) 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
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U63C6301		Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U16C6501	Commmunication and Managerial Skills	Z,ZK	6	2P+2C		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
U16C6401	Online Marketing	Z,ZK	6	2P+2C	L	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PV
U63C5402	Business Data Processing	Z,ZK	6	2P+2C		PV

### Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM OD18/19 SP Name=5. + 6. semestr Ekonomika a management od 18/19 oborové zam ení

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation on OS	I. 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 En	ngineering. Fire
protection. The law on th	ne protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	pment.	
U63C6301		Z,ZK	6
The course is focused of	n the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	tion with a focus	on legal entities.
U16C5402	Design and Brand Management	ZK	3
U16C6501	Commmunication and Managerial Skills	Z,ZK	6
The aim of the course in	connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	rial skills related t	to the successful
implementation of mana	gerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	gue and achieven	nent 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 focus	ed on manageria	l skills, students
will acquire basic skills i	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired	skills in practice a	and get feedback
on their actions.			
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	orises.	
U63C5302	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 techniq	ue 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 ar	nd solve research	problems both
independently and in co	operation with a professional research agency.		

U16C6401	Online Marketing	Z,ZK	6
The course deals with m	arketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course,	students will be at	le to understand
the impact of technology	y 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 envi	ronment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and e	valuating marketir	ng activities on
the Internet, understand	I the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform	n "Digital Garage"	, which will allow
students to obtain certif	ication in the field of Internet marketing.		
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 col	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing tl	ne importance of
codes of ethics as one of	of the preventive tools for consumer protection and the cultivation of the consumer market.		
U63C6401		Z,ZK	6
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	ures and dimensi	ons design and
implementation for decis	sion making purposes and results reporting using pivot charts and tables.		

### Code of the group: 5+6.S.EM 18/19 PVE

Name of the group: 5. + 6. semestr Ekonomika a management od 18/19 povin volitelné p edm ty v AJ 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
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
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
U16E0110	International Business Life	Z,ZK	3	1P+1C		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
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		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.EM 18/19 PVE Name=5. + 6. semestr Ekonomika a management od 18/19 povin volitelné p edm ty v AJ

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	ssions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices m	nore conventional	language areas,
such as fixed expressio	ns, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e	mails, express the	emselves clearly,
and their writing will be	easier to understand. The course also uncovers cultural differences in Czech and English business communication		
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with o	corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses o	n an explanation	of the theoretical
background of this conc	ept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	orting 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 cov	er case studies
of projects designed ab	road, and in Czech conditions.		
U04E0204	Critical Thinking	ZK	3
The primary objective o	f 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	l 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.		
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U16E0102	Cross-Cultural Management	Z,ZK	6
Managing cultural div	versity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from diffe	rent backgrounds	s in the busines
world. Knowledge of	cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national	cultures and coul	d be considere
one of the core comp	petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper know	wledge about how	v culture shape
management practic	es in international companies as well as the cultural orientations of individual managers and organization members.		
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
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 t	business plan (to	select and us
relevant information	and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
U16E0110	International Business Life	Z,ZK	3
The course looks at	various cases encountered in international business to give participants examples of real-life situations, help them understand wh	hat they may be o	confronted with
	d appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of f	factors which may	y threaten the
success of internatio	nal projects, linked both to technical or interpersonal problems.		
U16E0104	International Trade and Finance	Z,ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U04E0201	Networking in English	ZK	3
Focusing on the prac	tical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate	egies of effective	and appropria <sup>,</sup>
business communica	ation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of bus	siness contacts w	ith people wh
might help with exter	nsion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and g	rammar developn	nent, teamwor
and individual facet	ack. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
	Political Economy of International Trade Relations	Z,ZK	6
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U16E0105 Throughout the cours policy will be discuss the good and service political economy (IF role of multinational U04E0203 Students will adopt r their own presentatic upper-intermediate le U16E0111 U63E0201 Anotation: The cours and social environme societies as well as ir in the form of discuss U16E0501 The course is aimed improve individual se U88E0201 U88E0202	Political Economy of International Trade Relations         se, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several additions in the capital account. The methodology introduces to students the import of international trade. The course will focus on core issues of international trade and domestic policies, such as divers corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade and communication strategies on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course evel.         Principles of Business Negotiations and Etiquette         Social Determinants of Global Business         te introduces students of technical university to the social determinants of international business. It does that predominantly by communication and economic development, which are needed for the right investment decision. Seminars I sions based on individual readings.         Talent Management         at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies.         Selected Business Management Issues A-1         Selected Business Management Issues A-2	topics dealing wi of Payment analys ortant section of se development s titional trade will b ZK in English. Stude se is aimed at inter Z,ZK omparing physica ary for doing busi help to improve of Z,ZK es of each studen ZK ZK	th the economists, emphasisin International trategies, the e analyzed. 3 ents will develo ermediate and 3 I, institutional ness in diverse n the knowledg 6 at in order to 6 6

### Code of the group: 6.S.EM18/19 PVP

Name of the group: 6. semestr Ekonomika a management od 18/19 povinn volitelné p edm ty Requirement credits in the group:

### Requirement courses in the group:

### Credits in the group: 0

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U16C6103	Globalization	ZK	3	2P+0C	Z,L	PV
U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
U16C6105	Enterpreunership and Business Plan	ZK	3	0P+2C		PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
U16C0501	Employee Selection Process	Z	3	24C		PV

## Characteristics of the courses of this group of Study Plan: Code=6.S.EM18/19 PVP Name=6. semestr Ekonomika a management od 18/19 povinn volitelné p edm ty

U16C6101	Etiquette for Managers	ZK	3		
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings,					
presentations or events.					
U16C6103	Globalization	ZK	3		

U63C0201	Macroeconomic Analysis	ZK	3	
U16C6105	Enterpreunership and Business Plan	ZK	3	
U16C6102	Presentation Skills	Z	3	
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in				
practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.				
U16C0501	Employee Selection Process	Z	3	

Name of the block: Jazyky Minimal number of credits of the block: 18 The role of the block: J

Code of the group: 1.S.BEM-J OD 18/19 Name of the group: 1.S. Ekonomika a management 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 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
U04L1111	English Language 1	Z	6	0P+4C	Z	J
U04L1101	English Language 1	Z	6	0P+4C	Z	J

### Characteristics of the courses of this group of Study Plan: Code=1.S.BEM-J OD 18/19 Name=1.S. Ekonomika a management jazyky od 18/19

U04L1111	English Language 1	Z	6		
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on					
developing language sk	developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All				
interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.					
U04L1101	English Language 1	Z	6		
The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	mar. The course	focuses on		
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All					
interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.					

### Code of the group: 2.S.EM OD 18/19 JAZ

Name of the group: 2.s. Ekonomika a management od 18/19 cizí jazyk

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
U04L2111	English Language 2	Z	6	0P+4C	L	J
U04L2101	English Language 2	Z	6	0P+4C	L	J

# Characteristics of the courses of this group of Study Plan: Code=2.S.EM OD 18/19 JAZ Name=2.s. Ekonomika a management od 18/19 cizí jazyk

U04L2111	English Language 2	Z	6		
The course is suitable for	The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and				
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar					
All interconnected langu	lage skills are submitted to the goal of developing the required level needed for students' academic and professional life.				
U04L2101	English Language 2	Z	6		
The course is suitable for	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, sp	eaking and		
listening, on understand	listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar.				
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
L					

### Code of the group: 4.S. EM OD 18/19 J

Name of the group: 4. semestr Ekonomika a management od 18/19 jazyky 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. EM OD 18/19 J Name=4. semestr Ekonomika a management od 18/19 jazyky

U04L4101	English Language 4	Z,ZK	6		
The course is suitable f	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, sp	eaking and		
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar.					
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
U04L4102	English Language 4-1	Z,ZK	3		
The course is suitable f	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, sp	eaking and		
listening, on understand	ling and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	ngthening and imp	oroving grammar.		
All interconnected lange	lage 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 co	mmunicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listenin	g and writing. It p	rovides an		
introduction to sociocul	ural 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 co	mmunicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, lis	tening and writing	j.		
U04L4601	Russian Language 4-1	Z	3		
U04L4502 Spanish Language 4-1			3		
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and					
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed					
EXCLUSIVELY for begi	nners/ false beginners.				

### List of courses of this pass:

Code	Name of the course	Completion	Credits		
TV1	Physical Education	Z	0		
TV2	Physical Education	Z	0		
U00C4104	Fundamentals of Thesis	Z	3		
U00C6101	Bachelor Thesis	Z	6		
U04E0201	Networking in English	ZK	3		
Focusing on the pra	ctical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strateg	ies of effective and	appropriate		
	cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busir		· ·		
might help with exte	ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grar		, teamwork,		
	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession		-		
U04E0202	Business Correspondence	ZK	3		
The aim of the cou	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter-	mediate or upper-i	ntermediate		
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more		• · ·		
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emai		lves clearly,		
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commo	unication			
U04E0203	Presentation Skills	ZK	3		
Students will adopt	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	English. Students	will develop		
their own 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	ediate and		
	upper-intermediate level.				
U04E0204	Critical Thinking	ZK	3		
The primary obje	The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the				
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned					
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this					
	course might be used across the curriculum.				

U04L1101	English Language 1	Z	6
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students professional lif		mar. All
U04L1111	English Language 1	c. 7	6
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	∣	-
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional lif	e.	
U04L2101	English Language 2	Z	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	<b>a a</b> 1	U U
-	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		ng grammar.
U04L2111	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe English Language 2	Z	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		-
_	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
U04L4101	English Language 4	Z,ZK	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		
-	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		ng grammar.
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		-
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		-
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course dev	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	g and writing. It pro	vides an
	introduction to sociocultural aspects of present-day France and French-speaking world.		
U04L4502	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: spanish for a standard the students. The source for use of source		
whiling. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative EXCLUSIVELY for beginners/ false beginners.	skills. The course	is designed
U04L4503	Portuguese language 4-1	Z	3
	e 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
U16C0501	Employee Selection Process	Z	3
U16C1101	Principles of Management	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market		keting mix
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of the product policy and factors and factors and factors and factors are policy.	pes of intermediate	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		
	nted from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marke		
	customer relationship management.		
U16C4501	Work Performance Management	Z,ZK	6
	sed on the development of managerial skills in performance management in the organization. Through lectures and seminars, student		-
policies and pra	ctices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor organization.	rmance manageme	ent in the
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation		
	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		
prote	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nical equipment.	
U16C5401	Marketing Research	Z,ZK	6
	course student should be able to define a problem for a research project, to specify the goals and target group, to determine the meti	-	-
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 a independently and in apparentice, with a professional research apparent.	solve research pro	blems both
U16C5402	independently and in cooperation with a professional research agency.	ZK	2
	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac		3 meetings
	presentations or events.	a daming buomess	
U16C6102	Presentation Skills	Z	3
	pt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the		
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16C6103	Globalization	ZK	3

U16C6105	Enterpreunership and Business Plan	ZK	3		
U16C6302	Quality Management	ZK	3		
The content of the	e course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic a	approaches to qua	lity. It also		
	contains examples of practical use of quality systems.				
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 ology 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		-		
	tand the basics of electronic commerce 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.				
U16C6501	Commmunication 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		-		
	shills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skil on their actions.	•			
U16E0101	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 CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.					
U16E0102	Cross-Cultural Management	Z,ZK	6		
	iversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from differen		-		
world. Knowledge of	f cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cu	ltures and could be	considered		
one of the core com	petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowle	-	ture shapes		
	management practices in international companies as well as the cultural orientations of individual managers and organization me				
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6		
Students will be ab	le to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bu relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plan		ect and use		
U16E0104	International Trade and Finance	Z,ZK	6		
U16E0105	Political Economy of International Trade Relations	Z.ZK	6		
1	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				
	(IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse	-	-		
	hal corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internat		analyzed. 3		
U16E0110	International Business Life t various cases encountered in international business to give participants examples of real-life situations, help them understand wha	Z,ZK	-		
	ind appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of fa				
	success of international projects, linked both to technical or interpersonal problems.				
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3		
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		n order to		
115400004	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proce				
U51C2301	Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mc	ZK	3		
	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 with	•			
of managers and th	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial	erial functions. Dev	/elopmental		
	ices the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics of selected developmental periods, peri				
-	mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the				
-	nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents 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		
	ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus	-			
U63C0201	Macroeconomic Analysis	ZK	3		
U63C1101	Mathematics 1	Z,ZK	6		
U63C1301	Business Economics	Z,ZK	6		
U63C1401	Informatics	ZK	3		
U63C2101	Mathematics 2	Z,ZK	6		
U63C3101	Statistics 1	Z,ZK	6		
	are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by th 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 ar				
	listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.				
U63C3201		ZK	3		
U63C3301	Accounting	Z,ZK	6		
The course focuses	on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor		accounting		
	records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater	nents.			

U63C3401 Fundamental terms	Information Systems and Design , 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 mo		3 information
U63C4101	Statistics 2	Z,ZK	6
	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 ki		
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.			
U63C4201	Macroeconomics	ZK	3
	students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived f		
	e overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and		
-	at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	-	· · ·
U63C4302	Corporate Financial Management	Z,ZK	6
	and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe		
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
	Module is focused on the financial reporting according to currently valid Czech accounting legislature.	7 71/	0
U63C4401	Management Informatics	Z,ZK	6
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.			
U63C5301	Financial and Tax Environment	ZK	3
Development and d	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a		et 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.			
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary	system 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 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.			
			gai orianoor
U63C6401		Z,ZK	6
U63C6401 U63E0101	Introduction to Game Theory	Z,ZK KZ	
		Z,ZK	6
U63E0101 U63E0201	Introduction to Game Theory	Z,ZK KZ ZK	6 3 3
U63E0101 U63E0201 Anotation: The cou and social environm	Introduction to Game Theory Social Determinants of Global Business urse introduces students of technical university to the social determinants of international business. It does that predominantly by com ment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary	Z,ZK KZ ZK nparing physical, ii ⁄ for doing busines	6 3 nstitutional s in diverse
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