Study plan

Name of study plan: B-EM-P prezen ní studium od 19/20

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: 168
Elective courses credits: 12
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 19/20

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 19/20 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 19/20 Name=1.s. Ekonomika a management povinné p edm ty od 19/20

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.BEM OD 19/20

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 19/20

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:

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

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.BEM OD 19/20 Name=2.s. Ekonomika a management povinné p edm ty od 19/20

U16C2301	Logistics	ZK	3				
U16C2401	Marketing	Z,ZK	6				
The Marketing course n	The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix						
and the application there	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	diate distribution				
links, marketing distribu	tion systems, marketing communications and new trends in marketing.						
U63C2101	Mathematics 2	Z,ZK	6				
TV2	Physical Education	Z	0				
U63C3301	Accounting	Z,ZK	6				
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting							
records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.							
U16C2202	Project Management Basics	Z,ZK	3				

Code of the group: 3.S.EM OD 19/20

Name of the group: 3. semestr Ekonomika a management od 19/20 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 19/20 Name=3. semestr Ekonomika a management od 19/20 povinné p edm ty

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 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 recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on 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 behavior, behavior of 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				
U65C3301	Law	ZK	3				
Following the initial lectures on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and other fields of law. This introduction							

to law shall form the basic pillar of legal knowledge of MUVS students.

01603501	Human Resources Management	ZN	3
The course introduces r	nodern principles and practices of human resource management in the organization, explains the key role of human resource r	nanagement in a	chieving strategic
objectives of the organi	zation and introduces fundamental human resource functions that determine the competitiveness of the organization in the m	narket economy.	

U63C3101 Statistics 1	Z,ZK	6
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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. EM OD 19/20

Name of the group: 4. semestr Ekonomika a management od 19/20 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
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 OD 19/20 Name=4. semestr Ekonomika a management od 19/20 povinné p edm ty

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	ed from basic eco	nomic schools.				
These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national 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	I on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target ente	rprise, increase m	arket value and				
maximize wealth for sha	areholders.						
U63C4101	Statistics 2	Z,ZK	6				
The course develops or	the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	d during the study	Statistics I.				
Deepening relates to the	e field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending th	ne knowledge acq	uired 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.							
U00C4104	Fundamentals of Thesis	Z	3				

Code of the group: 5.S. EM OD 19/20

Name of the group: 5. semestr Ekonomika a management 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. EM OD 19/20 Name=5. semestr Ekonomika a management od 19/20 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3				
Development and curre	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	ry "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	financial institution	ons in the current				
market system. Tax sys	tem 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							

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

Name of the group: 6. semestr Ekonomika a management od 19/20

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:

solutions.

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 19/20 Name=6. semestr Ekonomika a management od 19/20

U00C6101	Bachelor Thesis	Z	6
U16C6302	Quality Management	ZK	3
The content of the cour	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

The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also contains examples of practical 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 19/20

Name of the group: Ekonomika a management technické p edm ty od 19/20

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

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 19/20 Name=Ekonomika a management technické p edm ty od 19/20

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 in	formation about th	e environment
and shifts in technica	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
Basic terms in transp	oort technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	anisation of traffic	in each transport
mode, technologic fa	ctors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	various 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: 4.S. EM OD 19/20 SP

Name of the group: 4. semestr Ekonomika a management od 19/20 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
U63C6301		Z,ZK	6	2P+2C		PV

U63C4401	Management Informatics	Z,ZK	6	0P+4C	PV
U63C4403	Management Informatics - Microsoft 365	ZK	6	0P+4C	PV
U16C4401	Marketing applications	Z,ZK	6	2P+2C	PV
U16C4501	Work Performance Management	Z,ZK	6	2P+2C	PV

Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD 19/20 SP Name=4. semestr Ekonomika a management od 19/20 oborové zam ení

U63C6301		Z,ZK	6				
The course is focused of	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 entitie						
U63C4401	Management Informatics	Z,ZK	6				
U63C4403	Management Informatics - Microsoft 365	ZK	6				
U16C4401	Marketing applications	Z,ZK	6				
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication							

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, marketing planning, STP theory, and customer relationship management.

U16C4501 Work Performance Management

Z,ZK | (

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 efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.

Code of the group: 5+6.S. EM OD19/20

Name of the group: 5.+ 6. semestr Ekonomika a management od 19/20 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
U63C5404	Business Informatics - Database Systems	ZK	6	0P+4C		PV
U63C5403	Business Informatics - Project Management	ZK	6	0P+4C		PV
U63C6403	Management Informatics - web design, ERP	ZK	6	0P+4C		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
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C		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 OD19/20 Name=5.+ 6. semestr Ekonomika a management od 19/20 oborové zam ení

U63C6301		Z,ZK	6					
The course is focused of	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 entitie							
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3					
Basic legislation on OS	H. 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 s	prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire							
protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.								
U16C5402	Design and Brand Management	ZK	3					

U16C6501	Commmunication and Managerial Skills	Z,ZK	6
The aim of the cours	e in connection with the theoretical knowledge of the subject managerial psychology is the practice of communicatio	n and managerial skills related to	o the successfu
•	anagerial practice. Students are aware of the course of the communication process and techniques that lead to su	9	•
•	skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In	-	
•	lls in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use	e the acquired skills in practice a	nd get feedback
on their actions.			
U51C5401	Leadership and Employee Education	Z,ZK	6
	th approaches to leadership and training of employees in the context of the theory and practice of contemporary in	_	
U63C5404	Business Informatics - Database Systems	ZK	6
U63C5403	Business Informatics - Project Management	ZK	6
U63C6403	Management Informatics - web design, ERP	ZK	6
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U16C5401	Marketing Research	Z,ZK	6
At the end of the cou	urse student should be able to define a problem for a research project, to specify the goals and target group, to det	ermine the method and techniq	ue of solving
problems from the u	sed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be ab	le to assign and solve research	problems both
independently and in	n cooperation with a professional research agency.		
U16C6401	Online Marketing	Z,ZK	6
	th marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing	•	
•	logy on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow the		•
	environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of mea	•	•
	and the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-lead	rning platform "Digital Garage",	which will allow
	ertification in the field of Internet marketing.	71/	
U65C5301	Labor Law creation, modification and termination, safety, collective bargaining.	ZK	3
		71/	
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in fir ne of the preventive tools for consumer protection and the cultivation of the consumer market.	nancial markets. Emphasizing th	e importance d
	·	7.71/	
U63C4303	Accounting in the Czech Republic n the financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
	in the infancial reporting according to currently valid Gzech accounting legislature.	7.71/	
U63C6401		Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
	ystem database, database implementation using SQL, data retrieval from transaction systems and data processing	J, OLAP measures and dimension	ons design and
implementation for c	lecision making purposes and results reporting using pivot charts and tables.		

Code of the group: 5+6.S.EM 19/20

Name of the group: 5.+ 6.s. Ekonomika a management od 19/20 povinn volitelné p edm ty v AJ

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 at least 2 courses (at most 3)

Credits in the group: 9

Note on the gro	up:					
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
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 povinn volitelné	f the courses of this group of Study Plan: Code=5+6.S.EM 19/20 N p edm ty v AJ	ame=5.+ 6.s.	Ekonon	nika a man	agemen	od 19/20
U04E0202	Business Correspondence				ZK	3
	to help students write better emails in English as emails are the most common form of writt					
	essions of language practice covering a wide range of business topics. It includes exercises	•				
•	ons, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It w	•		ctive emails, ex	press them	selves clearly
	easier to understand. The course also uncovers cultural differences in Czech and English	business commu	nication			
U16E0101	Corporate Social Responsibility			Z,	ZK	6
The subject deals with	corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-	planet-profit. The	course foci	uses on an exp	lanation of	the theoretic
background of this cond	cept, the interpretation of documents regulating corporate social, economic and environment	ntal activities, and	non-financ	cial reporting st	tandards. It	includes a lir
etween the CSR conc	cept with corporate processes, especially business strategy, HRM, marketing, and PR. Illust	trations of various	CSR strat	egies and prac	tices cover	case studies
of projects designed ab	proad, and in Czech conditions.					
J04E0204	Critical Thinking			Z	ZK	3
The primary objective of	of the course is to become familiar with the essentials of correct argumentation and to impr	ove students' ana	lytical and	problem-solvin	g skills. Thr	ough the
liscussion and practica	al use of advanced methods of argumentation, the course develops students' understanding	g of the essential	principles i	nvolved in the	practice of	reasoned
decision-making with th	ne emphasis on their practical application in case studies discussing recent socioeconomic	and political issue	es. The writ	ing and langua	ge skills de	veloped in th
course might be used a	across the curriculum.					
J16E0102	Cross-Cultural Management			Z,	ZK	6
Managing cultural diver	rsity is crucial in todays globalized world and doing business across countries. Cross culture	is the interaction o	of people fro	om different ba	ckgrounds i	n the busines
vorld. Knowledge of cro	oss-cultural differences and their practical use increases the efficiency of interaction between	representatives of	f different r	ational culture	s and could	be considere
ne of the core compet	tencies of a successful manager in the global environment. The course is open to students	of all majors looki	ng for deep	er knowledge	about how	culture shape
nanagement practices	in international companies as well as the cultural orientations of individual managers and	organization mem	bers.			
J04E0208	English for Intercultural Communication				Z	6
J16E0103	Entrepreneurship and Business Plan				ZK	6
	o characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a n	ew husiness idea	and to dev			-
	d methods to develop business plans, analyse risks and their impact on the feasibility of bu		u 10 uo1	0.00 0 00000	o piai. (to o	0.001 0.10 00
J16E0110	International Business Life			7	ZK	3
	rious cases encountered in international business to give participants examples of real-life	cituations help th	am undare			-
	appropriate solutions. The aim of the course is to develop the participants' analytical ability is	· ·		-	-	
	al projects, linked both to technical or interpersonal problems.	in front of complex	Combinati	0113 01 1401013	willon may	incaton the
U16E0104	International Trade and Finance			7	ZK	6
J63E0101	Introduction to Game Theory				(Z	3
U04E0201	Networking in English				ZK	3
• .	al communicative needs of the students, the aim of the course is to acquire and systematical		ū	•		
	on, interaction and behaviour in typical networking situations (personal branding, creation a	•				
	on and development of business opportunities) through language analysis, role-plays and p			y and grammai	r aevelopme	ent, teamwor
	k. Practical language skills will be systematically developed in contexts and situations relevant	ant to professiona	II WOFK.		=1.6	
J16E0105	Political Economy of International Trade Relations				ZK	6
-	, an interesting contrast between the inspiring trade theory and the alternative instances of e			•	_	
	d: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A moder			· ·	-	-
=	ransactions vs the capital flows performing movements in the capital account. The methodo					
	relating to international trade. The course will focus on core issues of international trade a					•
	rporations, and the policies of protectionism or free trade. A set of case studies relating to t	ne present state o	of affairs of			
J04E0203	Presentation Skills			2	ZK	3
· · · · · · · · · · · · · · · · · · ·	in rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation					
•	skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review .	and lecturer cor	nments. Th	e course is ain	ned at inter	nediate and
ipper-intermediate leve					,	
J16E0111	Principles of Business Negotiations and Etiquette			Z,	ZK	3
J63E0201	Social Determinants of Global Business				ZK	3
	introduces students of technical university to the social determinants of international busine	ess. It does that p	redominant	I I	ı	institutional
	t of individual countries and key regions of world economy. Students get to know about diffe	· ·				
	exes of economic freedom, corruption and economic development, which are needed for the	-		-	-	
ocieties as well as illue						

Z,ZK Talent Management The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to

improve marviduai sen	-presentation and to succeed during the Recruiting Process and Employee / Employer delection process.		
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

Name of the block: Jazyky Minimal number of credits of the block: 24

The role of the block: J

Code of the group: 3.S. EM OD 19/20 J

Name of the group: 3. semestr Ekonomika a management od 19/20 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:

3.S. EM OD 18/19 J#

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 courses of this group of Study Plan: Code=3.S. EM OD 19/20 J Name=3. semestr Ekonomika a management od 19/20 jazyky

U04L3101 English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover	r Business Terminology and Communication Skills as well as grammar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understand	ding and orientation in a wide-range of topics, on strengthening and improving gran	nmar. All
interconnected language skills are submitted to the goal of developing the required	I level needed for students' professional life.	
U04L3102 English Language 3-1	Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover	r Business Terminology and Communication Skills as well as grammar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understand	ding and orientation in a wide-range of topics, on strengthening and improving gran	nmar. All
interconnected language skills are submitted to the goal of developing the required	I level needed for students' professional life.	
U04L3501 French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language com	petencies in the French language at level A2-B1 according to the CEFR: speaking,	reading, listening
and writing. In the course, students foster their knowledge of grammar and vocabu	lary for everyday situations. The course focuses on communicative skills. It is suital	ble for beginners.
U04L3401 German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language comp	petencies in the German language at level A2-B1 according to the CEFR: speaking,	reading, listening
and writing. In the course, students foster their knowledge of grammar and vocabular	y for everyday situations. The course focuses on communicative skills. It is suitable for	r pre-intermediate
students.		
U04L3503 Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skil	ils in the Portuguese language at level A1 according to the CEFR: speaking, readir	ng, listening and
writing. Students will familiarise themselves with the basics of Portuguese gramma	r and lexis for everyday situations. The course focuses on communicative skills. It i	s suitable for
biginners/ false beginners		
U04L3601 Russian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skil	ils in the Russian language at level A1 according to the CEFR: speaking, reading, I	istening and
writing. Students will familiarise themselves with the basics of Russian grammar and	d lexis for everyday situations. The course focuses on communicative skills. It is suita	able for biginners
false beginners		
U04L3502 Spanish Language 3-1	Z	3
	" · · · · · · · · · · · · · · · · · · ·	•
The course is suitable for bachelor students. The course develops all language skill	lls in the Spanish language on the level A1 according to the CEFR: speaking, readi	ing, listening and

Code of the group: 1.S.BEM-J OD 19/20

Name of the group: 1.s. Ekonomika a management jazyky od 19/20

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:

EXCLUSIVELY for beginners/ false beginners.

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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 19/20 Name=1.s. Ekonomika a management jazyky od 19/20

U04L1111 English Language 1

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

U04L1101 English Language 1

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

Code of the group: 2.S.BEM-J OD 19/20

Name of the group: 2.s. Ekonomika a management jazyky od 19/20

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.BEM-J OD 19/20 Name=2.s. Ekonomika a management jazyky od 19/20

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

U04L2101 English Language 2

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 accedemic 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.

Code of the group: 4.S. EM OD 19/20 J

Name of the group: 4. semestr Ekonomika a management od 19/20 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 19/20 J Name=4. semestr Ekonomika a management od 19/20 jazyky

U04L4101	English Language 4	Z,ZK	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	ading, writing, sp	eaking and
listanina on understane	ing and orientation in a wide renge of tanica in the students! respective professional and academic context, on well as an atrop	athenina and ima	

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 gramma 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

The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

U04L4501 French Language 4-1

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

U04L4401 German Language 4-1

Z

	_		
U04L4503	Portuguese language 4-1	Z	3
	communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, liste		
J04L4601	Russian Language 4-1	Z	3
J04L4502	Spanish Language 4-1	Z	3
	e for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicati		_
_	eginners/ false beginners.	ve skills. The course	s is designed
	ginners, tales seguiners.		
	List of sources of this pass.		
	List of courses of this pass:		
Code	Name of the course	Completion	Credits
TV1		Z	
	Physical Education		0
TV2	Physical Education	Z	0
U00C4104	Fundamentals of Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
U04E0201	Networking in English	ZK	3
	tical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate	-	
	ation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of bus sion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gr		
night help with exten	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professi	· · · · · · · · · · · · · · · · · · ·	ii, icaiiiwoir
U04E0202	Business Correspondence	ZK	3
	e to help students write better emails in English as emails are the most common form of written communication. It is aimed at inte	1	_
	sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices mo		
such as fixed express	sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective em	ails, express thems	elves clearly
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business com-	nunication	
U04E0203	Presentation Skills	ZK	3
	nain rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies		
their own presentati	on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cours	se is aimed at intern	nediate and
110450004	upper-intermediate level.	71/	
U04E0204	Critical Thinking tive of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem.	ZK	3
	actical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involv	-	-
	the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and	•	
_	course might be used across the curriculum.	-	•
U04E0208	English for Intercultural Communication	Z	6
U04L1101	English Language 1	Z	6
The course is suita	able for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra	mmar. The course for	ocuses on
developing langu	age skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening		nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional		1
U04L1111	English Language 1	Z	6
	able for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra		
developing langu	lage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening interconnected language skills are submitted to the goal of developing the required level needed for students professional		nmar. Ali
U04L2101	English Language 2	Z	6
	English Language 2 able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. i	1	1
	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on streng		•
	I interconnected language skills are submitted to the goal of developing the required level needed for students' academic and pro		
U04L2111	English Language 2	Z	6
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. i	_	1
istening, on understa	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on streng	thening and improvi	ng grammai
Al	I interconnected language skills are submitted to the goal of developing the required level needed for students' academic and pro	fessional life.	
U04L3101	English Language 3	Z	6
	able for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra		
developing langu	lage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening		nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional		
U04L3102	English Language 3-1	Z	3
	able for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra		
ueveloping langu	lage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening interconnected language skills are submitted to the goal of developing the required level needed for students' professional		ninaf. All
U04L3401		Z	3
	German Language 3-1 e for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CI	1	1
	rior bachelor students. The course develops alrianguage competencies in the Germannanguage at level A2-B1 according to the Cr Irse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills	· -	-
and winning. III tile COL	and vocabulary side in intermedge of grantinal and vocabulary for everyone studies. The course locuses on confind fidelive skills	. It is suitable for pie-	ciiieuialt

students.

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

U04L3501

Z

U04L3502	Spanish Language 3-1	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		
writing. 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
U04L3503	Portuguese Language 3-1	Z	3
	able for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: spi		
writing. Students	will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communi biginners/ false beginners	cative skills. It is s	uitable for
U04L3601	Russian Language 3-1	Z	3
	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea		- 1
writing. Students wi	Il familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s false beginners	kills. It is suitable fo	or biginners/
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		- 1
-	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		g 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		- 1
•	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	• .	g grammar.
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	7	3
	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	_	- 1
	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: sp		- 1
writing. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The course	is designed
11041 4500	EXCLUSIVELY for beginners/ false beginners.	7	
U04L4503	Portuguese language 4-1 develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading	Z Listening and writ	3
U04L4601	Russian Language 4-1	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
	real returns of the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market segmentation.	· '	-
_	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type	-	- 1
	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 management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization.	-	1
	of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in		
U16C4401		Z,ZK	6 munication
	nted from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market		
·	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, students		
policies and pra-	ctices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor	mance manageme	ent in the
14005202	organization.	71/	
U16C5302	Workplace Health, Safety anf Fire Prevention ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	ZK	3 Rick
_	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		
protec	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nical equipment.	
U16C5401	Marketing Research	Z,ZK	6
At the end of the	course student should be able to define a problem for a research project, to specify the goals and target group, to determine the meth	nod 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 s	solve research pro	blems both
114005400	independently and in cooperation with a professional research agency.	71/	
U16C5402	Design and Brand Management	ZK ZK	3
U16C6302	Quality Management e course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic a	1	3 lity It also
THE COMOTE OF UI	contains examples of practical use of quality systems as well as non-systemic a	approaction to qua	
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		- 1
	e environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and eval		
ule illernet, unders	stand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Di students to obtain certification in the field of Internet marketing.	igitai Garage", Whi	on will allow
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		
	managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue		
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 skil	ls, 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. U16F0101 Corporate Social Responsibility Z.ZK 6 The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions. U16E0102 Cross-Cultural Management Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members. U16F0103 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 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 U16E0105 Political Economy of International Trade Relations 6 Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed. International Business Life The course looks at various cases encountered in international business to give participants examples of real-life situations, help them understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the 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 aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process. U51C2301 Managerial Psychology ZK 3 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 recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on 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 behavior, behavior of 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. Z,ZK U51C5401 Leadership and Employee Education 6 The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises. 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 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. U63C3201 ZK 3 U63C3301 Z.ZK 6 Accounting The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements. 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. U63C4101 Statistics 2 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. U63C4201 ZK Macroeconomics 3 Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal 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 as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.

00001000	Module is focused on the financial reporting according to currently valid Czech accounting legislature.	_,	
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
U63C5101	Operational Research	Z,ZK	6
l l	ne branch of science dealing with formulation, modelling and solution of various decision-making situations in which solutions.	1	-
U63C5301	Financial and Tax Environment	ZK	3
Definition of the category "fi	tate of scientific knowledge in the field of management of financial institutions, financial and tax system in the condi- nancial institutions". Classification of financial institutions. Typology of financial institutions. The position and importar et system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases	nce of financial institutions in	
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary system of	database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP implementation for decision making purposes and results reporting using pivot charts and tables.	measures and dimensions	design and
U63C5403	Business Informatics - Project Management	ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
U63C6301	·	Z,ZK	6
The course is focused on th	e 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 le	gal entities.
U63C6401		Z,ZK	6
U63C6403	Management Informatics - web design, ERP	ZK	6
U63E0101	Introduction to Game Theory	KZ	3
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