Study plan

Name of study plan: B-EM-P prezenční 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 předměty 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	Z.ZK	6	2P+2C		7

Characteristics of the courses of this group of Study Plan: Code=1.S.BEM OD 19/20 Name=1.s. Ekonomika a management povinné předměty 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 předměty 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:

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	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	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 předměty od 19/20

U16C2301	Logistics	ZK	3			
U16C2401	Marketing	Z,ZK	6			
The Marketing course n	nakes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing 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 předměty

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 předměty

U63C3401	Information Systems and Design	∠K	3					
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information								
system development, but	usiness 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 lectu	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 ba	sic pillar of legal knowledge of MUVS students.						

U16C3501 Human Resources Management

The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.

U63C3101 Statistics 1

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 předměty

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 předměty

U63C4201	Macroeconomics	ZK	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 over	rlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon a	nd problems of na	ational economy					
and equilibrium at aggre	gate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	monetary and fisc	al policy.					
U63C4302	Corporate Financial Management	Z,ZK	6					
The aim is to widen and	deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	s performance an	alysis. The main					
emphasis will be placed	on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	rprise, increase m	arket value and					
maximize wealth for sha	reholders.							
U63C4101	Statistics 2	Z,ZK	6					
The course develops on	the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	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 předměty

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 předměty

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								
solutions.								

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:

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-systemic	c approaches to d	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 předměty 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
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 19/20 Name=Ekonomika a management technické předměty 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	rormation about th	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
Basic terms in trans	oort technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	anisation of traffic i	n each transport
mode, technologic f	actors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using	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	7K	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 zaměření

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 zaměření

U63C6301		Z,ZK	6
The course is focused of	on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	ation with a focus	on legal entities.
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
1	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 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 | 6

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 zaměření

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

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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
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U63C6301		Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management	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	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	Z,ZK	6	2P+2C		PV
U63C6401		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 zaměření

U63C6301		Z,ZK	6
The course is focused of	on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their opera	ation with a focus	on legal entities.
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	taff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS,	Environmental E	ngineering. Fire
protection. The law on t	he protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	ipment.	
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 manager	erial skills related	to the successful

The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.

J51C5401	Leadership and Employee Education	Z,ZK	6
he course deals wi	th approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial	enterprises.	
J63C5404	Business Informatics - Database Systems	ZK	6
J63C5403	Business Informatics - Project Management	ZK	6
J63C6403	Management Informatics - web design, ERP	ZK	6
J63C5302	Managerial Tools and Calculations	Z,ZK	6
J16C5401	Marketing Research	Z,ZK	6
t 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 determine t	the method and technique	ue of solving
	sed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to ass	ign and solve research	problems both
ndependently and ir	n cooperation with a professional research agency.		
J16C6401	Online Marketing	7 71/	
71000 4 01	Online Marketing	Z,ZK	6
	Offiline Marketing h marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this cou	1 ' 1	•
he course deals wit	h marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this co	urse, students will be abl	le to understan
he course deals with the impact of techno	h marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this collogy on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their busi	urse, students will be abl ness. Understand how t	le to understan o hit the target
The course deals with the impact of technoon narket in an online of	h marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this co	urse, students will be abl ness. Understand how t and evaluating marketin	le to understan o hit the target g activities on
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the course deals with the impact of technon market in an online on the Internet, understandents to obtain course. J65C5301 Labor relations - the	h marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this collogy on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their busicenvironment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning placetification in the field of Internet marketing. Labor Law	urse, students will be abl ness. Understand how t and evaluating marketin atform "Digital Garage",	le to understan o hit the target g activities on which will allo
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Code of the group: 5+6.S.EM 19/20

Name of the group: 5.+ 6.s. Ekonomika a management od 19/20 povinně volitelné předměty v AJ

Requirement credits in the group: In this group you have to gain 9 credits

implementation for decision making purposes and results reporting using pivot charts and tables.

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 group:

ıp.					
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
Business Correspondence	ZK	3	0P+2C	Z,L	PV
Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
Critical Thinking	ZK	3	0P+2C	Z,L	PV
Cross-Cultural Management	Z,ZK	6	2P+2C		PV
English for Intercultural Communication	Z	6	0P+4C		PV
Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
International Business Life	Z,ZK	3	1P+1C		PV
International Trade and Finance	Z,ZK	6	2P+2C		PV
Introduction to Game Theory	KZ	3	0P+2C		PV
Networking in English	ZK	3	0P+2C	Z,L	PV
Political Economy of International Trade Relations	Z,ZK	6	2P+2C	L	PV
Presentation Skills	ZK	3	0P+2C	Z,L	PV
Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		PV
Social Determinants of Global Business	ZK	3	2P+1C		PV
Talent Management	Z,ZK	6	0P+4C		PV
Selected Business Management Issues A-1	ZK	6	2P+2C	Z,L	PV
Selected Business Management Issues A-2	ZK	6	2P+2C	Z,L	PV
Selected Business Management Issues B-1	ZK	3	0P+2C	Z,L	PV
Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	PV
Foreign Experience	Z	6	0P+4C		PV
	(in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.) Business Correspondence Corporate Social Responsibility Critical Thinking Cross-Cultural Management English for Intercultural Communication Entrepreneurship and Business Plan International Business Life International Trade and Finance Introduction to Game Theory Networking in English Political Economy of International Trade Relations Presentation Skills Principles of Business Negotiations and Etiquette Social Determinants of Global Business Talent Management Selected Business Management Issues A-1 Selected Business Management Issues B-1 Selected Business Management Issues B-2	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.) Business Correspondence Corporate Social Responsibility Z,ZK Critical Thinking ZK Cross-Cultural Management Entrepreneurship and Business Plan International Business Life International Trade and Finance Introduction to Game Theory Networking in English Political Economy of International Trade Relations Z,ZK Principles of Business Negotiations and Etiquette Z,ZK Social Determinants of Global Business Talent Management Selected Business Management Issues A-2 Selected Business Management Issues B-1 ZK Completion Completion Completion Completion ZK Completion ZK ZK ZK Z/K Completion ZK Z/K Z/K Z/K Completion Z/K Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Z/K Completion Z/K Z/K Completion Z/K Z/K Completion Z/K Z/K Completion Z/K Z/K Completion Z/K Z/K Completion Z/K Z/K Completion Z/K Co	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.) 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Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 19/20 Name=5.+ 6.s. Ekonomika a management od 19/20 povinně volitelné předměty v AJ

U04E0202	Business Correspondence	ZK	3
The aim of the course	to help students write better emails in English as emails are the most common form of written communication. It is aimed at i	ntermediate or upp	er-intermediate
	sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices to		
· ·	ions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective	emails, express the	mselves clearly,
	e easier to understand. The course also uncovers cultural differences in Czech and English business communication	,	
U16E0101	Corporate Social Responsibility	Z,ZK	6
=	n corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses	•	
_	ncept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial re		
	cept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies	and practices cove	er case studies
<u> </u>	broad, and in Czech conditions.		
U04E0204	Critical Thinking	ZK	3
	of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	_	-
· · · · · · · · · · · · · · · · · · ·	cal use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved the complexity of the essential principles involved the complexity of the complexit		
-	the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing ar	nd language skills (ievelopea in this
	across the curriculum.	7 71/	
U16E0102	Cross-Cultural Management	Z,ZK	6
	ersity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different patients and different patients and different patients.	_	
•	ross-cultural differences and their practical use increases the efficiency of interaction between representatives of different nation		
-	etencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper kn s in international companies as well as the cultural orientations of individual managers and organization members.	owiedge about nov	v culture snapes
<u> </u>		7	
U04E0208	English for Intercultural Communication	Z	6
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	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
	nd methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
U16E0110	International Business Life	Z,ZK	3
	arious cases encountered in international business to give participants examples of real-life situations, help them understand		
	appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of	of factors which ma	y threaten the
	al projects, linked both to technical or interpersonal problems.		
success of internation U16E0104	International Trade and Finance	Z,ZK	6
		Z,ZK KZ	6 3
U16E0104	International Trade and Finance		
U16E0104 U63E0101 U04E0201	International Trade and Finance Introduction to Game Theory	KZ ZK	3
U16E0104 U63E0101 U04E0201 Focusing on the pract business communicat	International Trade and Finance Introduction to Game Theory Networking in English cal communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strion, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of b	KZ ZK ategies of effective ousiness contacts v	3 and appropriate with people who
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U16E0104 U63E0101 U04E0201 Focusing on the pract business communicat might help with extens and individual feedbace. U16E0105 Throughout the course political economy (IPE political economy (IPE role of multinational collection	Introduction to Game Theory Networking in English cal communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and str ion, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of be ion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and obs. Practical language skills will be systematically developed in contexts and situations relevant to professional work. Political Economy of International Trade Relations a, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sever die External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the interpretations of international trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations of the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course. Principles of Business Negotiations and Etiquette Social Determinants of Global Business introduces students of technical university to the social determinants of international business. It does that predominantly by not of individual countries and key regions of world economy. Students get to know about different religions and cultures, neces dexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminar ons based on individual readings. Talent Management to precid	KZ ZK ategies of effective pusiness contacts w grammar develope Z,ZK ral topics dealing w e of Payment analys reportant section of erse development s national trade will b ZK es in English. Stude urse is aimed at inte Z,ZK ZK comparing physical sary for doing bus rs help to improve of Z,ZK cies of each studer ZK ZK ZK ZK	3 3 and appropriate with people who ment, teamwork, 6 ith the economic sis, emphasising International strategies, the te analyzed. 3 tents will develop termediate and 3 al, institutional mess in diverse to the knowledge 6 at in order to 6 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

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**

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

U04L3102 English Language 3-1 3

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

U04L3501 French Language 3-1

The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening

and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners. U04L3401 German Language 3-1

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

U04L3503 Portuguese Language 3-1

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

U04L3601 Russian Language 3-1

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

U04L3502 Spanish Language 3-1

EXCLUSIVELY for beginners/ false beginners.

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

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:

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	7	6	

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

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.

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	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	eading, writing, sp	eaking and
listening, on understand	ing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strei	ngthening and imp	roving 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
	English Language 2 or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	Z eading, writing, sp	6 eaking and
The course is suitable for			

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:

EXCLUSIVELY for beginners/ false beginners.

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4	Z,ZK	6	0P+4C	L	J
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 suital	le for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	eading, writing, sp	beaking and
listening, on unders	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strei	ngthening and imp	oroving gramma
All interconnected la	inguage 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 suital	le for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	ėading, writing, sp	eaking and
listening, on unders	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strei	ngthening and imp	proving gramma
All interconnected la	inguage 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 develop	s communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listenir	ng and writing. It p	rovides an
introduction to socio	cultural 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 develop	s communicative 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	Z	3
The course is suital	le for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFF	R: speaking, readi	ng, 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

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
	actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategi	es of effective and	appropriate
	ication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busin ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grar and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession	nmar development	
U04E0202	Business Correspondence	ZK	3
The aim of the cou	irse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interi	nediate 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	essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	-	lves clearly
110.450000	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu		
U04E0203	Presentation Skills t main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	ZK English Studente	3
their own present	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.	is aimed at interm	ediate and
U04E0204	Critical Thinking	ZK	3
	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problen practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved	-	-
	practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved ith the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lai	•	
accision making w	course might be used across the curriculum.	iguage skills acve	ioped in this
U04E0208	English for Intercultural Communication	Z	6
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	nd improving gram	ımar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional life	e.	
U04L1111	English Language 1	Z	6
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		ımar. All
11041 0404	interconnected language skills are submitted to the goal of developing the required level needed for students'professional life	e. 7	
U04L2101	English Language 2 uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	_	6
	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		.9 9
U04L2111	English Language 2	Z	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spea	aking and
•	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	• .	ng grammar
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
U04L3101	English Language 3	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 li		ımar. Ali
U04L3102	English Language 3-1	Z	3
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami		I
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	nd improving gram	
U04L3401	German Language 3-1	Z	3
	ble for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It students.	· -	-
U04L3501	French Language 3-1	Z	3
and writing. In the	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	ills. It is suitable fo	r beginners
	Spanish Language 3-1 able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: spirill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative EXCLUSIVELY for beginners/ false beginners.		-

11041 0500	· · · · · · · · · · · · · · · · · · ·		
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: spe s will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communic		_
writing. Students	biginners/ false beginners.	duve skiiis. It is	Sultable ioi
U04L3601	Russian Language 3-1	Z	3
The course is su	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speal	king, reading, lis	tening and
riting. Students w	rill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative sk	tills. It is suitable	for biginner
U04L4101	false beginners English Language 4	Z,ZK	6
	ا حالياتاتا الماليونيون به الماليونيون الماليونيون الماليونيون الماليونيون الماليونيون الماليونيون الماليونيون يitable 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 profes	sional life.	
U04L4102	English Language 4-1	Z,ZK	3
	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-
terning, on under	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 profes		ing granini
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	 Z	3
	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	and writing. It pi	rovides an
	introduction to sociocultural aspects of present-day France and French-speaking world.		_
U04L4502	Spanish Language 4-1	Z	3
	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: spe vill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative		_
iling. Students w	EXCLUSIVELY for beginners/ false beginners.	skills. The cours	e is designi
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
U16C1101	Principles of Management	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
_	ourse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market	-	_
nd the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ	es of intermedia	te distributio
	links, marketing distribution systems, marketing communications and new trands in marketing		
1116C3501	links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management		_
U16C3501	Human Resources Management	ZK	3
he course introdu		ZK agement in achie	3 ving strateg
ne course introdu objectives U16C4401	Human Resources Management ces modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in t Marketing applications	ZK agement in achie he market econd Z,ZK	3 ving strategomy.
objectives U16C4401 The Marketing ap	Human Resources Management Ices modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, 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, explains the key role of human resource management in the organization in the organizat	ZK agement in achie he market econo Z,ZK nication mix. Cor	3 ving strategomy. 6 mmunicatio
ne course introdu objectives U16C4401 The Marketing ap	Human Resources Management Ices modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Marketing applications Marketing applications plication course is focused on the marketing communication issues. The course makes students familiar with every part of the communication the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing the course presents these issues - management marketing strategy, marketing the course presents these issues - management marketing strategy, marketing the course presents these issues - management marketing strategy.	ZK agement in achie he market econo Z,ZK nication mix. Cor	3 ving strategomy. 6 mmunication
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U16E0101 Corporate Social Responsibility Z,ZK he 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 U16E0103 Entrepreneurship and Business Plan 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 6 U16E0105 Political Economy of International Trade Relations Z,ZK 6 Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. 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. U16E0110 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 Z,ZK Principles of Business Negotiations and Etiquette 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. Managerial Psychology 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. Leadership and Employee Education U51C5401 Z,ZK 6 The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises. U63C1101 Mathematics 1 Z,ZK 6 U63C1301 **Business Economics** Z,ZK 6 U63C1401 Informatics ZK 3 Z.ZK U63C2101 Mathematics 2 6 U63C3101 Statistics 1 7 7K 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 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. U63C3401 Information Systems and Design 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 Macroeconomics ZK 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 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. U63C4303 Accounting in the Czech Republic Z,ZK 6 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
	rch is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select		-
	solutions.		
U63C5301	Financial and Tax Environment	ZK	3
Development and cu	urrent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	n advanced mark	et economy.
Definition of the cate	gory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina		in the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcu	ulations.	
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary sy	ystem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures	s and dimensions	s design and
	implementation for decision making purposes and results reporting using pivot charts and tables.		
U63C5403	Business Informatics - Project Management	ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
U63C6301		Z,ZK	6
The course is focuse	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	with a focus on I	egal entities.
U63C6401		Z,ZK	6
U63C6403	Management Informatics - web design, ERP	ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U63E0201	Social Determinants of Global Business	ZK	3
	rse introduces students of technical university to the social determinants of international business. It does that predominantly by com	nparing physical,	institutional
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