Study plan

Name of study plan: Economics and Management 2019/20

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: 63
Elective courses credits: 117
Sum of credits in the plan: 180
Note on the plan:

Name of the block: Compulsory courses
Minimal number of credits of the block: 45
The role of the block: Z

Code of the group: B0413A -POV-2SEM
Name of the group: Povinné p edm ty - Economics and Management 1ro ník 2.semestr
Requirement credits in the group: In this group you have to gain 24 credits
Requirement courses in the group: In this group you have to complete 5 courses
Credits in the group: 24
Note on the group:

Code	Name of the course / Name of the group of courses *(in case of groups of courses the list of codes of their members)* *Tutors, **authors** and guarantors (gar.)*	Completion	Credits	Scope	Semester	Role
U16E2301	**Logistics**	ZK	3	2P+0C	L	z
U63E1102	**Mathematics 2**	Z,ZK	6	2P+2C		z
U63E2301	**Principles of Accounting**	Z,ZK	6	2P+2C	L	z
U16E2401	**Principles of Marketing**	Z,ZK	6	2P+2C	L	z
U16E2202	**Principles of Project Management**	Z,ZK	3	1P+1C		z

Characteristics of the courses of this group of Study Plan: Code=B0413A -POV-2SEM Name=Povinné p edm ty - Economics and Management 1ro ník 2.semestr

U16E2301	Logistics		ZK	3
U63E1102	Mathematics 2		Z,ZK	6

Introduction to ordinary differential equations - order of equation,initial conditions, maximal solutions, classification of equations, examples of applications Solutions to particular ODEs - the Fourier method, homogeneous equation of n-th order, non-homogeneous equation of n-th order, the variation of constants formula, systems of linear first-order equations Series - definition, basic properties, convergence of series, convergence tests (the comparison test, the Cauchy test, the ratio test), power series, the Taylor series Reccurence relations - solution to homogeneous and nonhomogeneous linear reccurence relations of an arbitrary order, examples of applications Introduction to multidimensional calculus - functions with two dimensional domain, basic properties, their illustrations, graphs and contour lines, introduction to their limits and continuity Derivative in multidimensional calculus - partial derivatives, differential, applications (local extremes, global extremes with respect to sets, the Lagrange multipliers) Multidimensional integrations - measurable sets, the Fubini theorem, substitution, change of order of integration, application in geometry and probability.

U63E2301	Principles of Accounting		Z,ZK	6

The objective of this course is to acquaint students with the development and analysis of financial statements. Accounting concepts and terminology will be stressed. This course concentrates on the application of accounting theory, standards, principles, and procedures to accounting problems. 1. Introduction to business organization and finance 2. Review of Accounting Framework 3. Review of regular accounting transactions 4. Recording adjusting entries and trial balance 5. Accountability and control 6. Income and the operating cycle 7. Inventories 8. Current assets, receivables 9. Long term operating assets 10. Current liabilities and time value of money 11. Long term debt, Effective interest procedures 12. Reporting owners equity 13. Statement of Cash Flows 14. Long term investments

U16E2401	Principles of Marketing		Z,ZK	6

The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.

U16E2202	Principles of Project Management		Z,ZK	3

Project management. Project Planning. WBS. Time Planning in Projects (Gantt Chart, CPM, PERT). Project team. Role of Project Manager. Risk management. Project monitoring.

Code of the group: 1.S EM OD19/20
Name of the group: 1. semestr Economics and Management od 2019/20

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 4 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
U63E1301	**Business Economics**	Z,ZK	6	2P+2C	Z	z
U63E1401	**Informatics**	KZ	3	0P+2C		z
U63E1101	**Mathematics 1**	Z,ZK	6	2P+2C	Z	z
U16E1101	**Principles of Management**	Z,ZK	6	2P+2C	Z	z

Characteristics of the courses of this group of Study Plan: Code=1.S EM OD19/20 Name=1. semestr Economics and Management od 2019/20

U63E1301	Business Economics		Z,ZK	6
U63E1401	Informatics		KZ	3

Students have an advanced understanding of the Excel environment and the ability to complete tasks independently after competing this course. They know and demonstrate the correct application of the principal features of MS Excel. Students create and edit a workbook with multiple sheets, and they use a graphic element to represent data visually as well as advanced formulas, such as data analysis and business intelligence, PivotTables, etc. Workbook examples include professional-looking budgets, financial statements, team performance charts, sales invoices and data-entry logs. Create and manage worksheets and workbooks (Create worksheets and workbooks, Navigate in worksheets and workbooks, Format worksheets and workbooks, Customise options and views for worksheets and workbooks, Configure worksheets and workbooks for distribution) Manage data cells and ranges (Insert data in cells and ranges, Format cells and ranges, Summarise and organise data) Create tables (Create and manage tables, Manage table styles and options, Filter and sort a table) Perform operations with formulas and functions (Summarise data by using functions, Perform conditional operations by using functions, Format and modify text by using functions) Create charts and objects (Create charts, Format graphic elements, Insert and format objects) Apply custom data formats and layouts (Apply custom data formats and validation, Apply advanced conditional formatting and filtering, Create and modify custom workbook elements, Prepare a workbook for internationalisation) Create advanced formulas (Apply functions in formulas, Look up data by using functions, Apply advanced date and time functions, Perform data analysis and business intelligence, Troubleshoot formulas, Define named ranges and objects) Create advanced charts and tables (Create advanced charts, Create and manage PivotTables, Create and manage PivotCharts)

U63E1101	Mathematics 1		Z,ZK	6

Sets, statements and logic Introduction to linear algebra - basic properties of vector spaces, operations with vectors, linear independency, dimensions, bases Matrices - Gaussian elimination, rank of matrices, determinants, system of linear equations, the Cramer rule Sequences - basic properties (monotonicity, boundedness), limits Functions - domain and range, basic properties (monotonicity, periodicity, even and odd functions etc), inverse function, elementary functions Limits - finite and infinite limits of functions, one-sided limits, properties and calculations, definition of e. Derivatives - definitions, properties and calculations, geometrical and physical meaning, second derivative Application of derivatives - the l'Hospital rule, extremes, convexity and concavity Analysis of arbitrary function - domain, asymptotes, local extremes, inflection points, graph Integration - Definition of the Riemann and Newton integral, their connection, integral of elementary functions, rules for computations, substitution and integration by parts, integration of rational functions, applications in probability

U16E1101	Principles of Management		Z,ZK	6

Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

Name of the block: Elective vocational courses in the branch/specialization
Minimal number of credits of the block: 9
The role of the block: VO

Code of the group: 1.S EM OD 19/20 - V
Name of the group: 1. semestr Economics and Management od 2019/20 - Volitelné p edm ty
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
U04L1111	**English Language 1**	Z	6	0P+4C	Z	VO
U04L1101	**English Language 1**	Z	6	0P+4C	Z	VO
U04E0206	**English Composition**	KZ	3	0P+2C		VO
U77E0009	**Introduction to Capturing and Processing of Digital Images**	ZK	3	0P+2C		VO
U04E0203	**Presentation Skills**	ZK	3	0P+2C	Z,L	VO

Characteristics of the courses of this group of Study Plan: Code=1.S EM OD 19/20 - V Name=1. semestr Economics and Management od 2019/20 - Volitelné p edm ty

U04L1111	English Language 1		Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.				
U04L1101	English Language 1		Z	6
The course is suitable for 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.				
U04E0206	English Composition		KZ	3
U77E0009	Introduction to Capturing and Processing of Digital Images		ZK	3
U04E0203	Presentation Skills		ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.				

Name of the block: Compulsory elective courses
Minimal number of credits of the block: 9
The role of the block: S

Code of the group: B0413A -VOL-2SEM
Name of the group: Volitelné p edm ty - Economics and Management 1ro ník 2.semestr
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
U04E0207	**English Composition II**	KZ	3	0P+2C		s
U04E0208	**English for Intercultural Communication**	Z	6	0P+4C		s

Characteristics of the courses of this group of Study Plan: Code=B0413A -VOL-2SEM Name=Volitelné p edm ty - Economics and Management 1ro ník 2.semestr

U04E0207	English Composition II	KZ	3
U04E0208	English for Intercultural Communication	Z	6

List of courses of this pass:

Code	Name of the course	Completion	Credits
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U04E0206	English Composition	KZ	3
U04E0207	English Composition II	KZ	3
U04E0208	English for Intercultural Communication	Z	6
U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language 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.			
U04L1111	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language 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.			
U16E1101	Principles of Management	Z,ZK	6
Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.			

Code	Course	Exam	Credits
U16E2202	Principles of Project Management	Z,ZK	3
Project management. Project Planning. WBS. Time Planning in Projects (Gantt Chart, CPM, PERT). Project team. Role of Project Manager. Risk management. Project monitoring.			
U16E2301	Logistics	ZK	3
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.			
U63E1101	Mathematics 1	Z,ZK	6
Sets, statements and logic Introduction to linear algebra - basic properties of vector spaces, operations with vectors, linear independency, dimensions, bases Matrices - Gaussian elimination, rank of matrices, determinants, system of linear equations, the Cramer rule Sequences - basic properties (monotonicity, boundedness), limits Functions - domain and range, basic properties (monotonicity, periodicity, even and odd functions etc), inverse function, elementary functions Limits - finite and infinite limits of functions, one-sided limits, properties and calculations, definition of e. Derivatives - definitions, properties and calculations, geometrical and physical meaning, second derivative Application of derivatives - the l'Hospital rule, extremes, convexity and concavity Analysis of arbitrary function - domain, asymptotes, local extremes, inflection points, graph Integration - Definition of the Riemann and Newton integral, their connection, integral of elementary functions, rules for computations, substitution and integration by parts, integration of rational functions, applications in probability			
U63E1102	Mathematics 2	Z,ZK	6
Introduction to ordinary differential equations - order of equation,initial conditions, maximal solutions, classification of equations, examples of applications Solutions to particular ODEs - the Fourier method, homogeneous equation of n-th order, non-homogeneous equation of n-th order, the variation of constants formula, systems of linear first-order equations Series - definition, basic properties, convergence of series, convergence tests (the comparison test, the Cauchy test, the ratio test), power series, the Taylor series Reccurence relations - solution to homogeneous and nonhomogeneous linear reccurence relations of an arbitrary order, examples of applications Introduction to multidimensional calculus - functions with two dimensional domain, basic properties, their illustrations, graphs and contour lines, introduction to their limits and continuity Derivative in multidimensional calculus - partial derivatives, differential, applications (local extremes, global extremes with respect to sets, the Lagrange multipliers) Multidimensional integrations - measurable sets, the Fubini theorem, substitution, change of order of integration, application in geometry and probability.			
U63E1301	Business Economics	Z,ZK	6
U63E1401	Informatics	KZ	3
Students have an advanced understanding of the Excel environment and the ability to complete tasks independently after competing this course. They know and demonstrate the correct application of the principal features of MS Excel. Students create and edit a workbook with multiple sheets, and they use a graphic element to represent data visually as well as advanced formulas, such as data analysis and business intelligence, PivotTables, etc. Workbook examples include professional-looking budgets, financial statements, team performance charts, sales invoices and data-entry logs. Create and manage worksheets and workbooks (Create worksheets and workbooks, Navigate in worksheets and workbooks, Format worksheets and workbooks, Customise options and views for worksheets and workbooks, Configure worksheets and workbooks for distribution) Manage data cells and ranges (Insert data in cells and ranges, Format cells and ranges, Summarise and organise data) Create tables (Create and manage tables, Manage table styles and options, Filter and sort a table) Perform operations with formulas and functions (Summarise data by using functions, Perform conditional operations by using functions, Format and modify text by using functions) Create charts and objects (Create charts, Format graphic elements, Insert and format objects) Apply custom data formats and layouts (Apply custom data formats and validation, Apply advanced conditional formatting and filtering, Create and modify custom workbook elements, Prepare a workbook for internationalisation) Create advanced formulas (Apply functions in formulas, Look up data by using functions, Apply advanced date and time functions, Perform data analysis and business intelligence, Troubleshoot formulas, Define named ranges and objects) Create advanced charts and tables (Create advanced charts, Create and manage PivotTables, Create and manage PivotCharts)			
U63E2301	Principles of Accounting	Z,ZK	6
The objective of this course is to acquaint students with the development and analysis of financial statements. Accounting concepts and terminology will be stressed. This course concentrates on the application of accounting theory, standards, principles, and procedures to accounting problems. 1. Introduction to business organization and finance 2. Review of Accounting Framework 3. Review of regular accounting transactions 4. Recording adjusting entries and trial balance 5. Accountability and control 6. Income and the operating cycle 7. Inventories 8. Current assets, receivables 9. Long term operating assets 10. Current liabilities and time value of money 11. Long term debt, Effective interest procedures 12. Reporting owners equity 13. Statement of Cash Flows 14. Long term investments			
U77E0009	Introduction to Capturing and Processing of Digital Images	ZK	3