Study plan

Name of study plan: B-EM-P prezen ní studium od 20/21

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 Required credits: 207 Elective courses credits: -27

Elective courses credits: -27 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. EM 20/21

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 20/21 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
U16E1101	Principles of Management Dagmar Skokanová	Z,ZK	6	2P+2C	Z	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. EM 20/21 Name=1.s. Ekonomika a management povinné p edm ty od 20/21

U63C1401	Informatics	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
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.

TV1	Physical Education	Z	0
U16C1101	Principles of Management	Z,ZK	6

Code of the group: 2.S. EM 20/21

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 20/21

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 Michal Mervart	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
U16E2401	Principles of Marketing Dagmar Skokanová	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 Petr Fanta	Z,ZK	3	1P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=2.S. EM 20/21 Name=2.s. Ekonomika a management povinné p edm ty od 20/21

U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing cours	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research,	marketing mix
• • •	nereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy	y, types of interme	diate distribution
	ribution systems, marketing communications and new trends in marketing.		
U63C2101	Mathematics 2	Z,ZK	6
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 market	ing and learn the	procedures and
techniques used in r	narket segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and	decisions in the a	reas of product,
pricing, distribution a	and communication.		
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 p	erform 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 20/21

Name of the group: 3.semestr Ekonomika a management od 20/21 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
U51E2301	Managerial Psychology Vincent Blaise Montenero	Z,ZK	3	1P+1C		Z
U51C2301	Managerial Psychology Lenka Emrová	ZK	3	1P+1C	L	Z
U63E3201	Microeconomics Petr Makovský	ZK	3	2P+0C		Z
U63C3201	Petr Makovský	ZK	3	2P+0C	Z	Z
U65C3301	Law	ZK	3	2P+0C		Z
U16C3501	Human Resources Management Martin Šiký	ZK	3	2P+0C	Z	Z
U63C3101	Statistics 1 Ji í Zmatlík	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=3.S. EM 20/21 Name=3.semestr Ekonomika a management od 20/21 povinné p edm ty

U63C3401	Information Systems and Design	ZK	3		
Fundamental terms, info	rmation systems architecture, basic types of software applications for information system of enterprise, information system li	fecycle, approach	es to information		
system development, but	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.				
U51E2301	Managerial Psychology	Z,ZK	3		

Managerial Psychology U51C2301 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. U63E3201 3 Microeconomics 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. Human Resources Management 3 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 Z,ZK 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 20/21 Name of the group: 4. semestr Ekonomika a management od 20/21 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: Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their Code Completion Credits Scope Semester Role Tutors, authors and guarantors (gar.) U63E4201 ZK 2P+0C **Macroeconomics** Z Macroeconomics 3 U63C4201 ZK 2P+0C Z František H ebík Corporate Financial Management U63C4302 Z,ZK 6 2P+2C Z Miroslav Sponer Statistics 2 U63C4101 Z,ZK 6 2P+2C L Ζ Tomáš Macák **Fundamentals of Thesis** U00C4104 Ζ 3 2P+0C Petr Vym tal Characteristics of the courses of this group of Study Plan: Code=4.S. EM 20/21 Name=4. semestr Ekonomika a management od 20/21 povinné p edm ty U63E4201 ZK Macroeconomics This course provides basic macroeconomic concepts to understand how a country operates in terms of its markets, aggregate variables, equations, and trade-offs. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, describing the goods market and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. It is further taken to the open economy setting and presented as the famous Mundell-Fleming model, including the policy trilemma or impossible trinity concept. The effects of fiscal policy and monetary policy on the domestic economy are summarized as well. The history of modern macroeconomics concludes the course. The main textbook is Blanchard (2021). This course has only lectures, no seminars. U63C4201 3 Macroeconomics 7K 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

U63C4101 | Statistics 2 | Z,ZK | 6

The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I.

Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.

U00C4104 Fundamentals of Thesis Z 3

Code of the group: 5.S. EM 20/21

Name of the group: 5. semestr Ekonomika a management od 20/21 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 Otakar Schlossberger	ZK	3	2P+0C		Z
32BC-P-FIDS-01	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		Z
32BC-P-OPVY-01	Operational Research Ladislav Vaniš, Jakub Hanousek, Petr Makovský, Ji í Nárožný Ji í Nárožný Petr Makovský (Gar.)	Z,ZK	6	2P+2C		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 20/21 Name=5. semestr Ekonomika a management od 20/21 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 ol	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.							
32BC-P-FIDS-01	Financial and Tax Environment	ZK	3					
Development and curre	nt state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions	of an advanced m	arket economy.					
Definition of the categor	ry "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	i financial institutio	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.							
32BC-P-OPVY-01	Operational Research	Z,ZK	6					
U63C5101	Operational Research	Z,ZK	6					
Operations research is	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 20/21

Name of the group: 6. semestr Ekonomika a management od 20/21 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
32BC-P-BCPR-01	Bachelor Thesis Old ich Bronec, Petra Jílková, Theodor Beran, Otakar Schlossberger, Petr Makovský, Tomáš Sadílek, Miroslav Sponer, Libor Cupal, Matouš Machka, Tomáš Macák	Z	6			Z
U00C6101	Bachelor Thesis Petr Vym tal	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 20/21 Name=6. semestr Ekonomika a management od 20/21 povinné p edm tv

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32BC-P-BCPR-0	Bachelor Thesis	Z	6			
U00C6101	Bachelor Thesis	Z	6			
U16C6302	Quality Management	ZK	3			
The content of the cou	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 r	practical use of quality systems.					

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 81

The role of the block: PV

Code of the group: EM-T 20/21

Name of the group: Ekonomika a management technické p edm ty od 20/21

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
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
U77E0004	Applied Materials in Technology	ZK	3	2P+0C		PV
U77E0006	Artificial Intelligence Olga Št pánková	Z,ZK	3	1P+1C		PV
32BE-P-ARTT-01	Artificial Intelligence Martin Macaš, Olga Št pánková Martin Macaš Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
U77C0003	Ecology and Technology Michael Pond Ií ek	Z,ZK	3	1P+1C	Z	PV
32BC-P-ERGO-01	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3	2P+0C		PV
U77C0004	Engineering Materials Jaroslav Valach	ZK	3	2P+0C	Z	PV
32BC-P-MATP-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
U77C0002	Transport Technology Michal Mervart	ZK	3	2P+0C	L,Z	PV
32BC-P-DOPT-01	Transportation Technology Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		PV
U77E0002	Old ich Bronec	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology Old ich Bronec Old ich Bronec (Gar.)	ZK	3	2P+0C		PV
32BC-P-UMIN-01	Artificial Intelligence Martin Macaš, Olga Št pánková Martin Macaš Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
U77C0006	Artificial Intelligence Olga Št pánková	Z,ZK	3	1P+1C	*	PV
U77C0008	Introduction to Cyber Security and Information Security Jaroslav Bur ík	ZK	3	2P+0C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ik Jaroslav Bur ik Jaroslav Bur ik (Gar.)	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=EM-T 20/21 Name=Ekonomika a management technické p edm ty od 20/21

32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
U77E0004	Applied Materials in Technology	ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3

Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.

U77C0003 Ecology and Technology Z,ZK 3

Environmental protection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of information about the environment and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).

32BC-P-ERGO-01 Ergonomics ZK 3 The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requirements for working while sitting,

standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health issues caused by prolonged passive sitting in poorly adjusted conditions.

U77C0004	Engineering Materials	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
U77C0002	Transport Technology	ZK	3

Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport.

32BC-P-DOPT-01 Transportation Technology Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport

Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport.

U77E0002	ZK ZK	3
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32BE-P-TRST-01	Transportation Technology	ZK	3		
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems					
and concepts of this fiel	d. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manageme	ent and/or econor	nics.		
32BC-P-UMIN-01	32BC-P-UMIN-01 Artificial Intelligence Z,ZK 3				
U77C0006	Artificial Intelligence	Z,ZK	3		
U77C0008	Introduction to Cyber Security and Information Security	ZK	3		
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3		

Code of the group: 3.-6.S.EM 20/21 PVP

Name of the group: 3.-6.s. Ekonomika a management od 20/21 povinn volitelné p edm ty v J

Requirement credits in the group: In this group you have to gain at least 39 credits

Requirement courses in the group:

Credits in the group: 39 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
32BE-P-ACWR-01	Academic Writing Kryštof Beták Eva Cislerová Kryštof Beták (Gar.)	KZ	3	0P+2C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
U16C5302	Workplace Health, Safety anf Fire Prevention Josef Pros	ZK	3	2P+0C		PV
U04E0202	Business Correspondence Eva Císlerová	ZK	3	0P+2C	Z,L	PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
U16E0101	Corporate Social Responsibility Irena Jind ichovská	Z,ZK	6	2P+2C		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Eva Císlerová Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
U04E0204	Critical Thinking Ond ej Galuška	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
U63C4304	Tax and Customs System Otakar Schlossberger	Z,ZK	6	2P+2C		PV
32BC-P-DBMN-01	Design and Brand Management Petra Jílková Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U63C6201	Economic Security František H ebík	ZK	3	1P+1C		PV
U04E0208	English for Intercultural Communication Eva Císlerová	Z	6	0P+4C		PV
U16E0103	Entrepreneurship and Business Plan Lucia Dobrucká	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6			PV
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6			PV
32BE-P-INPL-01	Innovation Policies Ond ej Kolínský	KZ	3	2P+0C		PV
32BE-P-INBL-01	International Business Life Vincent Blaise Montenero Vincent Blaise Montenero (Gar.) Vincent Blaise Montenero Vincent Blaise	Z,ZK	3	1P+1C		PV
U16E0110	International Business Life Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32-IPW	International Project Workshop Petr Makovský	ZK	3	45B		PV
32-IPW-6	International Project Workshop Vincent Blaise Montenero	ZK	6	45B		PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
U16E0104	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV

32BE-P-GAME-01	Introduction to Game Theory	KZ	3	0P+2C		PV
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
U16C6501	Commmunication and Managerial Skills Lenka Emrová	Z,ZK	6	2P+2C		PV
U51C5401	Leadership and Employee Education Kate ina Tomešková	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	Leadership and Employee Education Iveta Chmielová Dalajková, Kate ina Tomešková Kate ina Tomešková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV
U63C0201	Macroeconomic Analysis Petr Makovský	ZK	3	0P+2C		PV
U63C4401	Management Informatics Tomás Kubálek	Z,ZK	6	0P+4C		PV
U63C5404	Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
U63C4403	Management Informatics - Microsoft 365 Tomáš Kubálek	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
U63C5403	Business Informatics - Project Management Tomáš Kubálek	ZK	6	0P+4C		PV
U63C6403	Management Informatics - web design, ERP	ZK	6	0P+4C		PV
U63C5302	Tomáš Kubálek Managerial Tools and Calculations	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Theodor Beran Managerial Tools and Calculations	Z,ZK	6	2P+2C		PV
U16C4401	Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Marketing applications	Z,ZK	6	2P+2C		PV
U16C5401	Lenka Nováková Marketing Research	Z,ZK	6	2P+2C	*	PV
32BC-P-MKVY-01	Lenka Nováková Marketing Research	Z,ZK	6	2P+2C		PV
U04E0201	Lenka Nováková Lenka Nováková Lenka Nováková (Gar.) Networking in English	ZK	3	0P+2C	Z,L	PV
32BE-P-OMAR-01	Eva Císlerová On-line Marketing		6	2P+2C	۷,۲	
	Ladislava Knihová Ladislava Knihová (Gar.) Online Marketing	Z,ZK		-		PV
U16C6401	Tomáš Sadílek Enterpreunership and Business Plan	Z,ZK	6	2P+2C	L	PV
U16C6106	Dana Zadražilová Political Economy of International Trade Relations	Z,ZK	6	2P+2C		PV
U16E0105	Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	L	PV
32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C		PV
U65C5301	Labor Law Kate ina Demová	ZK	3	2P+0C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová (Gar.)	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection Otakar Schlossberger	ZK	3	2P+0C		PV
32BC-P-PAOS-01	Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		PV
32BC-P-PRAX-01	Internship Libor Cupal, So a Cupalová Libor Cupal So a Cupalová (Gar.)	Z	6	180XH		PV
U00C6104	Practice So a Cupalová	Z	6	180XH		PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová Eva Císlerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
U04E0203	Presentation Skills Anna Wagnerová	ZK	3	0P+2C	Z,L	PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		PV
U16C4501	Work Performance Management Martin Šiký	Z,ZK	6	2P+2C		PV
U63E0401	Social and Political Impacts of Modern ICT Jan Švec	ZK	3	1P+1C		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT Jan Švec Jan Švec (Gar.)	ZK	3	1P+1C		PV
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3	2P+1C		PV

U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		PV
U16E0501	Talent Management Vincent Blaise Montenero	Z,ZK	6	0P+4C		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
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 Vladimíra Dvo áková	Z	6	0P+4C		PV
U16C0501	Employee Selection Process Iveta Chmielová Dalajková	Z	3	24C		PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
U63C5402	Business Data Processing Ivana Topolová	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=3.-6.S.EM 20/21 PVP Name=3.-6.s. Ekonomika a management od 20/21 povinn volitelné p edm ty v J

32BE-P-ACWR-01 Academic Writing

The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving students academic writing skills with focus on correct usage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical remarks on what is academic English, how it differs from other varieties in form and function and how it has changed over time.

32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention

ZK

3

Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.

U16C5302 Workplace Health, Safety anf Fire Prevention

ZK

Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of 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.

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 intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication

32BE-P-BCOR-01 Business Correspondence

ZK

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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 intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication

Corporate Social Responsibility

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.

32BE-P-CSRS-01 Corporate Social Responsibility

7.7K

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.

32BE-P-CRTH-01 Critical Thinking

ZK

3

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

Critical Thinking

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

U16E0102 Cross-Cultural Management

Z,ZK

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.

	1 Cross-Cultural Management	Z,ZK	6
	ersity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people fr	1 ' 1	_
	ledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences.		
	the core competencies of a successful manager in the global environment. The course is open to students of all majors looking	-	edge about how
	pement practices in international companies as well as the cultural orientations of individual managers and organisation members are to be a companied as well as the cultural orientations of individual managers and organisation members.		
U63C4304	Tax and Customs System on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effect.	Z,ZK	6
	with the basics of the customs system and characterizes the basic principles of tax proceedings.	is will a locus off	iegai eritities.
	Design and Brand Management	ZK	3
U16C5402	Design and Brand Management	ZK	3
U63C6201	Economic Security	ZK	3
U04E0208	English for Intercultural Communication	Z	6
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	o characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	1 '	_
	nd methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	р (
32BE-P-EBPL-0	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able	o 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).		
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
32BE-P-INPL-01		KZ	3
- ·	reneurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external condition	' -	-
	o-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much entails ensuring good communication channels between various sectors (triple/guadruple helix model), regulatory environmen	-	-
	rnais ensuring good communication channels between various sectors (triple/quadruple helix moder), regulatory environment competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and qu		
	jies and tensions among those approaches so innovation policies at both national and local level can bring very different resul		')
	International Business Life	Z,ZK	3
The course looks at v	arious cases encountered in international business to give participants examples of real-life situations, help them understand	what they may be	confronted with
	appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations o	f factors which may	y threaten the
	al projects, linked both to technical or interpersonal problems.		
U16E0110	International Business Life	Z,ZK	3
	arious cases encountered in international business to give participants examples of real-life situations, help them understand vappropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations o		
	appropriate solutions. The aim of the course is to develop the participants analytical ability in north of complex combinations of all projects, linked both to technical or interpersonal problems.	r lactors which may	y uneaten the
32-IPW	International Project Workshop	ZK	2
	, '		<u>3</u>
32-IPW-6	International Project Workshop	ZK	6
32-IPW-6 32BE-P-ITRF-01	, '	ZK Z,ZK	6 6
32-IPW-6 32BE-P-ITRF-01 We live and work in a	International Project Workshop International Trade and Finance	ZK Z,ZK vith international a	6 6 mbitions, mayb
32-IPW-6 32BE-P-ITRF-01 We live and work in a you will work abroad I but also special traini	International Project Workshop International Trade and Finance globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company or this type of work you need not only training in economic and managerial fields as you study them today (and technical as we ge for working in an international environment The issue of international business and management is very extensive and com	ZK Z,ZK vith international are lif you will work in plex, we choose from	6 mbitions, mayb technical field om the overall
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32-IPW-6 32BE-P-ITRF-01 We live and work in a you will work abroad I but also special traini mosaic two fields that is practically impossit for you at the right tim U16E0104 32BE-P-GAME-0 Teaching Strategy: Th However, students an articles in pdf format U63E0101 U16C6501 The aim of the course	International Project Workshop International Trade and Finance globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company or for this type of work you need not only training in economic and managerial fields as you study them today (and technical as we find for working in an international environment The issue of international business and management is very extensive and com you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without le, while international finance is largely focused on business transactions This course is just a starting point for further study, be the combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa International Trade and Finance Introduction to Game Theory the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is taught in English and is set on specialized foreign literature sources which might not be generally available in the unit of the course is just a starting point for further study, it is a starting point for further study, it is a starting point for further study, it is a starting point for further stud	ZK Z,ZK with international are lift if you will work in plex, we choose from securing cash flow that it is an important at the for diversity Z,ZK KZ university bookstore presentations and the final test. KZ Z,ZK erial skills related to	6 6 mbitions, maybe technical field on the overall was and financing at starting point 6 3 e or library. d academic 3 6 o the successfu
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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 course will be presented from the theoretical and practical view. Furthermore, the course presents these issues, management marketing strategy.		
cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, I customer relationship management.	narketing planning, s	STP triedry, and
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		ue of solving
problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign	and solve research	problems both
independently and in cooperation with a professional research agency.	7 7V	6
32BC-P-MKVY-01 Marketing Research After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the	Z,ZK	6 ation to them
determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be		
problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
U04E0201 Networking in English	ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and so	-	
business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary an		
and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.	3	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
32BE-P-OMAR-01 On-line Marketing	Z,ZK	6
This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strate	_	-
behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Stopics such as digital marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also	•	
in marketing, the nuances of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer a		, ,
marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and	_	
All for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to	arm participants with	the knowledge
and skills to successfully navigate the complex online marketing ecosystem.	7 71/	
U16C6401 Online Marketing The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course	Z,ZK	6 le to understand
the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business		
market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and		
the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platfo	rm "Digital Garage",	which will allow
students to obtain certification in the field of Internet marketing.	7.71	
U16C6106 Enterpreunership and Business Plan	Z,ZK	6
U16E0105 Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sevi	Z,ZK	6 th the economic
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance	· -	
the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the i	mportant section of I	International
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political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as div	•	-
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 inte	rnational trade will b	e analyzed.
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U16C6102	Presentation Skills	Z	3
Students will adopt m	ain rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop t	their own presenta	tion skills in
practical exercises. Th	ey will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
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, stud	dents will learn effe	ective strategies,
policies and practices	for efficient performance management in the organization and the main tasks of managers in various activities related to performance	ormance managen	nent in the
organization.			
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-0	1 Social Determinants of Global Business	ZK	3
Anotation: The course	introduces students of technical university to the social determinants of international business. It does that predominantly by	comparing physica	l, institutional
and social environme	nt of individual countries and key regions of world economy. Students get to know about different religions and cultures, neces:	sary for doing busi	ness in diverse
societies, as well as ir	ndexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Semi	inars help to impro	ve on the
knowledge in the form	of discussions based on individual readings.		
U63E0201	Social Determinants of Global Business	ZK	3
	introduces students of technical university to the social determinants of international business. It does that predominantly by	comparing physica	l, institutional
Anotation: The course			
	nt of individual countries and key regions of world economy. Students get to know about different religions and cultures, neces	sary for doing busi	ness in diverse
and social environmen	nt of individual countries and key regions of world economy. Students get to know about different religions and cultures, necess dexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars	-	
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Code of the group: 4.S. EM 20/21 OZ

Name of the group: 4.s. Ekonomika a management od 20/21 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
U63C4304	Tax and Customs System Otakar Schlossberger	Z,ZK	6	2P+2C		PV
U63C4401	Management Informatics Tomáš Kubálek	Z,ZK	6	0P+4C		PV
U63C4403	Management Informatics - Microsoft 365 Tomáš Kubálek	ZK	6	0P+4C		PV
U16C4401	Marketing applications Lenka Nováková	Z,ZK	6	2P+2C		PV
U16C4501	Work Performance Management Martin Šiký	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 20/21 OZ Name=4.s. Ekonomika a management od 20/21 oborové zam ení

U63C4304	Tax and Customs System	Z,ZK	6
The course is focused	on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effect	ts with a focus on	legal entities.
The course also deals	with the basics of the customs system and characterizes the basic principles of tax proceedings.		
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	<i>7</i> K	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 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.

J16C4501 Work Performance Management

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 20/21 OZ

Name of the group: 5.+ 6.s. Ekonomika a management od 20/21 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:

Name of the course / Name of the group of courses			1	1	
(in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
Workplace Health, Safety ant Fire Prevention Josef Pros	ZK	3	2P+0C		PV
Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
Design and Brand Management Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
Commmunication and Managerial Skills Lenka Emrová	Z,ZK	6	2P+2C		PV
Leadership and Employee Education Kate ina Tomešková	Z,ZK	6	2P+2C		PV
Leadership and Employee Education Iveta Chmielová Dalajková, Kate ina Tomešková Kate ina Tomešková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV
Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C		PV
Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
Business Informatics - Project Management Tomáš Kubálek	ZK	6	0P+4C		PV
Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
Management Informatics - web design, ERP	ZK	6	0P+4C		PV
Managerial Tools and Calculations Theodor Beran, Arnost Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
Marketing Research Lenka Nováková	Z,ZK	6	2P+2C	*	PV
Online Marketing Tomáš Sadílek	Z,ZK	6	2P+2C	L	PV
Labor Law Kate ina Demová	ZK	3	2P+0C		PV
Labor Law Kate ina Demová Kate ina Demová (Gar.)	ZK	3	2P+0C		PV
Legal Aspects of Consumer Protection Otakar Schlossberger	ZK	3	2P+0C		PV
Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		PV
Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C		PV
Theodor Beran	Z,ZK	6	2P+2C	L	PV
Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
Business Data Processing Ivana Topolová	Z,ZK	6	2P+2C		PV
	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.) Workplace Health, Safety anf Fire Prevention Josef Pros Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.) Design and Brand Management Petra Jilková Petra Jilková Petra Jilková (Gar.) Design and Brand Management Petra Jilková Commmunication and Managerial Skills Lenka Emrová Leadership and Employee Education Kate ina Tomešková Leadership and Employee Education Iveta Chmielová Dalajková, Kate ina Tomešková Kate ina Tomešková Kate ina Tomešková (Gar.) Business Informatics - Database Systems Tomáš Kubálek Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Marketing Research Lenka Nováková Lenka Nováková Lenka Nováková (Gar.) Marketing Research Lenka Nováková Lenka Nováková Conline Marketing Tomáš Sadllek Labor Law Kate ina Demová Kate ina Demová Kate ina Demová (Gar.) Legal Aspects of Consumer Protection Olakar Schlossberger Otakar Schlossberger (Gar.) Accounting in the Czech Republic Theodor Beran Business Data Processing Ivana Topolová Ivana Topolová (Gar.) Business Data Processing Ivana Topolová Ivana Topolová (Gar.)	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.) Workplace Health, Safety anf Fire Prevention Josef Pros Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.) Design and Brand Management Petra Jilková Petra Jilková (Gar.) Design and Brand Management Petra Jilková Petra Jilková (Gar.) Design and Brand Management Petra Jilková Commmunication and Managerial Skills Lenka Emrová Leadership and Employee Education Kate ina Tomešková Leadership and Employee Education Iveta Chmielová Delajková, Kate ina Tomešková Kate ina Tomešková Kate ina Tomešková (Gar.) Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Management Informatics - veb design, ERP Tomáš Kubálek Management Informatics - web design, ERP Tomáš Kubálek Management Informatics - web design, ERP Tomáš Kubálek Management Informatics - veb design, ERP Tomáš Kubálek Management Informatics - Database Systems Theodor Beran Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Management Informatics - veb design, ERP Tomáš Kubálek Managerial Tools and Calculations Theodor Beran Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Marketing Research Lenka Nováková Lenka Nováková Lenka Nováková (Gar.) Marketing Research Lenka Nováková Conline Marketing Tomáš Sadílek Labor Law Kate ina Demová Kate ina Demová Kate ina Demová (Gar.) ZK Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.) Accounting in the Czech Republic Theodor Beran	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.) Workplace Health, Safety anf Fire Prevention ZK 3 Workplace Health, Safety anf Fire Prevention ZK 3 Workplace Health, Safety anf Fire Prevention ZK 3 Design and Brand Management ZK 3 Design and Employee Education Z,ZK 6 Leadership and Employee Education Z,ZK 6 Leadership and Employee Education Z,ZK 6 Rate ina Tomešková (Gar.) Z,ZK 6 Business Informatics - Database Systems ZK 6 Business Informatics - Database Systems ZK 6 Business Informatics - Database Systems ZK 6 Business Informatics - Project Management ZK 6 Business Informatics - Project Management ZK 6 Business Informatics - Project Management ZK 6 Business Informatics - Washek Nubálek (Gar.) ZK 6 Business Informatics - Washek Nubálek (Gar.) ZK 6 Management Informatics - web design, ERP ZK 6 Management Informatics - web design, ERP ZK 6 Managerial Tools and Calculations Z,ZK 6 Managerial Tools and Calculations Z,ZK 6 Managerial Tools and Calculations Z,ZK 6 Managerial Tools and Demová Kate ina Demová (Gar.) Z,ZK 6 Managerial Tools and Demová Kate ina Demová (Gar.) ZK 3 Labor Law Kate ina Demová Kate ina Demová (Gar.) ZK 3 Labor Law Kate ina Demová Kate ina Demová (Gar.) ZK 3 Labor Law Kate ina Demová Kate ina Demová (Gar.) ZK 3 Labor Law Kate ina Demová Kate ina Demová (Gar.) ZK 3 Design Sobales Processing Z,ZK 6 Business Data Processing Z,ZK 6	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.) Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.) Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.) Design and Brand Management Petra Jilková Petra Jilková (Gar.) Design and Brand Management Petra Jilková Petra Jilková (Gar.) Commmunication and Managerial Skills Lenka Emrová Leadership and Employee Education Kate ina Tomeškova Leadership and Employee Education Note Chmielova Delajková, Kate ina Tomešková Kate ina Tomeškova Leadership and Employee Education Note Chmielova Delajková, Kate ina Tomešková Kate ina Tomeškova Rate ina Tomeškova Leadership and Employee Education Note Chmielova Dalajková, Kate ina Tomešková Kate ina Tomeškova Kate ina Tomeškova Business Informatics - Database Systems Tomáš Kubálek Business Informatics - Database Systems Tomáš Kubálek Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Management Informatics - Project Management Tomáš Kubálek Tom	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.) Workplace Health, Safety anf Fire Prevention Josel Pros Josel Pros (Josel Pros Gar.) Workplace Health, Safety anf Fire Prevention Josel Pros Josel Pros Josel Pros (Josel Pros Josel Pros J

Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM 20/21 OZ Name=5.+ 6.s. Ekonomika a management od 20/21 oborové zam ení

32BC-P-BOZP-01	Workplace Health, Safety ant Fire Prevention	∠K	3
Basic legislation in the f	ield of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations.	Employee rights an	d obligations.
Risk prevention. Employ	vee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection.	tion Act. Occupation	nal hygiene.
Personal protective equ	ipment. Safety signs and signals. Technical equipment.		
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. R	isk
prevention. Training of s	taff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS	, Environmental En	gineering. Fire
protection. The law on t	he protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equ	ipment.	
32BC-P-DBMN-01	Design and Brand Management	ZK	3
U16C5402	Design and Brand Management	ZK	3
U16C6501	Commmunication and Managerial Skills	Z,ZK	6
	connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and manag	1 ' 1	-
	agerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialog		
•	s of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focus	•	
will acquire basic skills i	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirec	skills in practice an	nd get feedback
on their actions.			_
U51C5401	Leadership and Employee Education	Z,ZK	6
	approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter	1	-
	Leadership and Employee Education	Z,ZK	6
	approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter		Ŭ
U63C5404	Business Informatics - Database Systems	ZK	6
	·	ZK	6
32BC-P-MIN2-01	Business Informatics - Database Systems		
32BC-P-MIN3-01	Business Informatics - Project Management	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
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
U16C5401	Marketing Research	Z,ZK	6
	e student should be able to define a problem for a research project, to specify the goals and target group, to determine the m	1 ' 1	- 1
	I procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign a	· · · · · · · · · · · · · · · · · · ·	-
-	poperation with a professional research agency.	·	
	Marketing Research	Z,ZK	6
	urse, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the	1 ' 1	-
	and technique of solution from the used procedures and applications in the field of marketing practice. Students should be ab		
	and in cooperation with a professional research agency from the position of a marketing manager.		
U16C6401	Online Marketing	Z,ZK	6
	parketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course,	1 ' 1	_
	y on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business.		
market in an online env	ironment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and e	valuating marketing	activities on
the Internet, understand	d the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforn	n "Digital Garage", \	which will allow
students to obtain certif	ication in the field of Internet marketing.		
U65C5301	Labor Law	ZK	3
	ation, modification and termination, safety, collective bargaining.	1	
32BC-P-PRAP-01		ZK	3
	shment, change and termination, liability of employer, liability of employee, collective bargaining.		Ü
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	1	
	of the preventive tools for consumer protection and the cultivation of the consumer market.	to. Emphasizing the	importance or
	Legal Aspects of Consumer Protection	ZK	3
	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	1	-
	of the preventive tools for consumer protection and the cultivation of the consumer market.	ts. Emphasizing the	s importance of
U63C4303		7 7V	6
	Accounting in the Czech Republic in financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
	le initial reporting according to currently valid Gzech accounting registature.	7 71/	
U63C6401		Z,ZK	6
	Business Data Processing	Z,ZK	6
	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements and data processing.	sures and dimension	ns design and
-	sion making purposes and results reporting using pivot charts and tables.		
U63C5402	Business Data Processing	Z,ZK	6
	em database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurement of the control	sures and dimension	ns design and
implementation for deci	sion making purposes and results reporting using pivot charts and tables.		

Code of the group: 5+6.S.EM 20/21 PVP E

Name of the group: 5.+ 6.s. Ekonomika a management od 20/21 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 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)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.) Academic Writing		_			
32BE-P-ACWR-01	Kryštof Beták Eva Číslerová Kryštof Beták (Gar.)	KZ	3	0P+2C		PV
U04E0202	Business Correspondence Eva Císlerová	ZK	3	0P+2C	Z,L	PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
U16E0101	Corporate Social Responsibility Irena Jind ichovská	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking Ond ej Galuška	ZK	3	0P+2C	Z,L	PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Eva Císlerová Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Cislerová Eva Cislerová (Gar.)	Z,ZK	6	2P+2C		PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U63C6201	Economic Security	ZK	3	1P+1C		PV
U04E0208	František H ebík English for Intercultural Communication	Z	6	0P+4C		PV
U16E0103	Eva Císlerová Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
	Lucia Dobrucká Entrepreneurship and Business Plan	,				
32BE-P-EBPL-01	Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
TALQEM	Financial Modelling (Tallinn University of Technology, EST) Governance and Management of Cyber Security (Tallinn	ZK	6			PV
TALQGMCS	University of Technology, EST)	ZK	6			PV
32BE-P-INPL-01	Innovation Policies Ond ej Kolínský	KZ	3	2P+0C		PV
32BE-P-INBL-01	International Business Life Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
U16E0110	International Business Life Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
U16E0104	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
32BE-P-GAME-01	Introduction to Game Theory	KZ	3	0P+2C		PV
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
U04E0201	Networking in English Eva Císlerová	ZK	3	0P+2C	Z,L	PV
32BE-P-OMAR-01	On-line Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid	Z,ZK	6	2P+2C		PV
U16E0105	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	L	PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová Eva Císlerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
U04E0203	Presentation Skills Anna Wagnerová	ZK	3	0P+2C	Z,L	PV
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT Jan Švec Jan Švec (Gar.)	ZK	3	1P+1C		PV
U63E0401	Social and Political Impacts of Modern ICT Jan Švec	ZK	3	1P+1C		PV
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3	2P+1C		PV
U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		PV
U16E0501	Talent Management Vincent Blaise Montenero	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

PlasE0205 Foreign Experience Vladimíra Dvo áková Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 20/21 PVP E0/21 povinn volitelné p edm ty v AJ 32BE-P-ACWR-01 Academic Writing The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is it is asage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included a singlish, how it differs from other varieties in form and function and how it has changed over time. 304E0202 Business Correspondence The aim of the course to help students write better emails in English as emails are the most common form of written consevel, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on emauch as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business (32BE-P-BCOR-01) Business Correspondence The aim of the course to help students write better emails in English as emails are the most common form of written consevel, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on emauch as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business and their writing will be easier to understand. The cours	mproving stu is well as son mmunication nail style, but o students to ess commun mmunication nail style, but o students to	udents aca me more the n. It is aime t also pract write effectication	kademic writing sheoretical remainded at intermediatices more convictive emails, ex	KZ Skills with footarks on whate K State or upper	3 cus on corre at is academi
20/21 povinn voliteIné p edm ty v AJ 20/28E-P-ACWR-01 Academic Writing The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is i is a sage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included a singlish, how it differs from other varieties in form and function and how it has changed over time. 20/38 20/39 30/48020 3	mproving stu is well as son mmunication nail style, but o students to ess commun mmunication nail style, but o students to	udents aca me more the n. It is aime t also pract write effectication	kademic writing sheoretical remainded at intermediatices more convictive emails, ex	KZ Skills with footarks on whate K State or upper	3 cus on corre at is academi
2BE-P-ACWR-01 Academic Writing he ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is i sage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included a nglish, how it differs from other varieties in form and function and how it has changed over time. 304E0202 Business Correspondence he aim of the course to help students write better emails in English as emails are the most common form of written convoluted a stixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English busine (2BE-P-BCOR-01) Business Correspondence he aim of the course to help students write better emails in English as emails are the most common form of written convolution and consists of sessions of language practice covering a wide range of business topics. It includes exercises on employed and consists of sessions of language practice covering a wide range of business topics. It includes exercises on employed as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business (Corporate Social Responsibility) 10	mmunication nail style, but o students to ess commun mmunication nail style, but	n. It is aime t also pract write effect iication	demic writing s heoretical rema Z ed at intermedia tices more conv ctive emails, ex	kills with foo arks on wha	cus on corre
he ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is it sage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included a nglish, how it differs from other varieties in form and function and how it has changed over time. O4E0202 Business Correspondence	mmunication nail style, but o students to ess commun mmunication nail style, but	n. It is aime t also pract write effect iication	heoretical remainded at intermediatices more convective emails, ex	arks on wha	at is academi
Business Correspondence he aim of the course to help students write better emails in English as emails are the most common form of written convex, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on emuch as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help not their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business (22BE-P-BCOR-01) Business Correspondence he aim of the course to help students write better emails in English as emails are the most common form of written convex, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on emuch as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help not their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business (16E0101) Corporate Social Responsibility he subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet ackground of this concept, the interpretation of documents regulating corporate social, economic and environmental acceptance.	mmunication nail style, but o students to ess commun mmunication nail style, but o students to	n. It is aime t also pract write effect dication	zed at intermedia tices more conv ctive emails, ex	ZK ate or upper	
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f projects designed abroad, and in Czech conditions.				717	
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32BE-P-CRTH-01 Critical Thinking	اممم امتمما	امما مما	1	- 1	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve st discussion and practical use of advanced methods of argumentation, the course develops students' understanding of th		-	-	-	-
lecision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and p	-		-		
course might be used across the curriculum.	Jillicai issue:	S. IIIC WIIII	ing and langua	Je skilis der	zelopeu III ti
J04E0204 Critical Thinking				'K	3
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liscussion and practical use of advanced methods of argumentation, the course develops students' understanding of the		-	-	-	-
lecision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and p	-		-		
course might be used across the curriculum.				,	
J16E0102 Cross-Cultural Management			Z.	ZK	6
Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is the	interaction of	f people fro			
vorld. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between repre				-	
one of the core competencies of a successful manager in the global environment. The course is open to students of all r	najors lookin	ng for deep	er knowledge a	about how c	culture shap
nanagement practices in international companies as well as the cultural orientations of individual managers and organi	zation memb	bers.			
32BE-P-CCMN-01 Cross-Cultural Management			Z,	ZK	6
Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture i	s the interac	ction of pec			unds in the
ousiness world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction be	tween repre	sentatives	of different nat	ional culture	es and coul
be considered one of the core competencies of a successful manager in the global environment. The course is open to		-		er knowled	lge about ho
culture shapes management practices in international companies as well as the cultural orientations of individual management	gers and org	ganisation i	members.		
J63C6201 Economic Security			Z	'K	3
J04E0208 English for Intercultural Communication				Z	6
J16E0103 Entrepreneurship and Business Plan			7.	ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new bu	siness idea :	and to dev			_
elevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business			•		
32BE-P-EBPL-01 Entrepreneurship and Business Plan			7	ZK	6
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Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new bust elevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business TALQFM Financial Modelling (Tallinn University of Technology, EST) TALQGMCS Governance and Management of Cyber Security (Tallinn University of Technology)	hnology, l		,	(Z	3 wata danan
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Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new bust elevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business fallows. [Financial Modelling (Tallinn University of Technology, EST) [Financial Modelling (Tallinn University of Technology,	y changing e Policy framin odel), regulat	external co ig offers a i tory enviro	nditions. The al much more flex nment, and pri	kible, yet als oritization o	so vital, poin of results. Th
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U16E0110			
O TOLOTTO	International Business Life	Z,ZK	3
The course looks at vari	ous cases encountered in international business to give participants examples of real-life situations, help them understand v	what they may be	confronted with
•	propriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of	f factors which may	y threaten the
	projects, linked both to technical or interpersonal problems.		
	International Trade and Finance	Z,ZK	6
_	obalized world, in a world of open borders It is very likely that you will work in international company or in domestic company w		-
=	this type of work you need not only training in economic and managerial fields as you study them today (and technical as we	=	
· -	for working in an international environment The issue of international business and management is very extensive and com ou will surely meet in your practice: international trade and international finance Both fields are closely related: trade without	•	
•	while international finance is largely focused on business transactions. This course is just a starting point for further study, by	•	٠ .
	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	•	in otal in g point
U16E0104	International Trade and Finance	Z,ZK	6
	Introduction to Game Theory	KZ	3
	course is taught in English and is set on specialized foreign literature sources which might not be generally available in the u	1	-
	oot required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide	=	
	ntaining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and	-	a acadec
U63E0101	Introduction to Game Theory	KZ	3
	Networking in English	ZK	3
	It communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and stra	1 1	
	n, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of bu	· ·	
	n and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and		
and individual feedback	Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
32BE-P-OMAR-01	On-line Marketing	Z,ZK	6
This online marketing co	ourse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategie	es and understand	ding consumer
behaviour in the digital r	ealm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Sul	bsequent modules	s cover essential
	arketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also		1
•	es of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and		·
	letters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and g		
· ·	surement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to ar , navigate the complex online marketing ecosystem.	m participants witi	n the knowleage
U16E0105		Z,ZK	6
	Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa	1 ' 1	-
_	External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance	-	
	insactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important of the capital account.		1
•	relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diver	•	
	porations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of intern		-
32BE-P-PETR-01	Political Economy of International Trade Relations	7 71/	
	1 Olitical Economy of international made relations	Z,ZK	6
	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed	1 / 1	-
Throughout the course,		d. Several topics de	ealing with
Throughout the course, economic policy will be emphasising the good at	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the description of the capital flow detailed in the capital account transactions. The methodology introduces to students the	d. Several topics de he Balance of Pay e important section	ealing with ment analysis, n of International
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Throughout the course, economic policy will be emphasising the good at political economy (IPE) role of multinational corpincluding the breaking is 32BE-P-PRSK-01	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle that service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the relating to international trade. The course will focus on core issues of international trade and domestic policies, such as divergent to international trade and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade Policy and the Industrial promotion, purposely implemented by developed countries. Presentation Skills	d. Several topics de he Balance of Pay le important section rse development sectional trade will b	ealing with rment analysis, n of International strategies, the be analyzed,
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Throughout the course, economic policy will be emphasising the good at political economy (IPE) role of multinational corrincluding the breaking is 32BE-P-PRSK-01 Students will adopt main their own presentation supper-intermediate leve U04E0203 Students will adopt main their own presentation supper-intermediate leve U16E0111 U63E0401 32BE-P-ICTI-01 32BE-P-ICTI-01 32BE-P-SDGB-01 Anotation: The course in and social environment societies, as well as indexinowledge in the form of U63E0201 Anotation: The course in and social environment societies as well as indexin the form of discussion U16E0501 The course is aimed at improve individual self-pu88E0201 U88E0202 U88E0203 U88E0204	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the deservice operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diversorations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protections. Presentation Skills In uses of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies kills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The court. Principles of Business Negotiations and Etiquette Social and Political Impacts of Modern ICT Social and Political Impacts of Modern ICT Social Determinants of Global Business stroduces students of technical university to the social determinants of international business. It does that predominantly by of individual countries and key regions of world economy. Students get to know about different religions and cultures, necess exes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars is based on individual readings. Social Determinants of Global Business Trindividual readings. Talent Management or knowledge and basic ski	d. Several topics de he Balance of Pay e important section ree development se tational trade will be attional trade will be attionable wil	ealing with rement analysis, of International strategies, the per analyzed, 3 ents will develope ermediate and 3 and analyzed and 4 analyzed and 5 and analyzed analyzed and 6 and analyzed analyzed analyzed and 6 and analyzed analyz
Throughout the course, economic policy will be emphasising the good at political economy (IPE) role of multinational corriculding the breaking is 32BE-P-PRSK-01 Students will adopt main their own presentation supper-intermediate leve U04E0203 Students will adopt main their own presentation supper-intermediate leve U16E0111 U63E0401 32BE-P-ICTI-01 32BE-P-SDGB-01 Anotation: The course ir and social environment societies, as well as indexing the form of U63E0201 Anotation: The course ir and social environment societies as well as indexing the form of discussion U16E0501 The course is aimed at improve individual self-p U88E0201 U88E0202 U88E0203	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the deservice operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diversorations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protections. Presentation Skills In rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies kills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The court. Principles of Business Negotiations and Etiquette Social and Political Impacts of Modern ICT Social and Political Impacts of Modern ICT Social Determinants of Global Business students of technical university to the social determinants of international business. It does that predominantly by of individual countries and key regions of world economy. Students get to know about different religions and cultures, necess exact of economic freedom, corruption and economic development, which are needed for the right investment decision. Semi of discussions based on individual readings. Social Determinants of Global Business troduces students of technical university to the social determinants	d. Several topics de he Balance of Pay e important section ree development se tational trade will be attional trade at interest is aimed at interest in a same attional trade attiona	ealing with rement analysis, of International strategies, the per analyzed, 3 ents will develope ermediate and 3 and an analyzed and analyzed analyz

 Q32-6
 EuroTeQ 6 ECTS
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Name of the block: Jazyky

Minimal number of credits of the block: 24

The role of the block: J

Code of the group: 1.S. EM-J 20/21

Name of the group: 1.s. Ekonomika a management jazyky od 20/21

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 Eva Císlerová	Z	6	0P+4C	Z	J
U04L1101	English Language 1 Eva Císlerová	Z	6	0P+4C	Z	J

Characteristics of the courses of this group of Study Plan: Code=1.S. EM-J 20/21 Name=1.s. Ekonomika a management jazyky od 20/21

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

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. EM-J 20/21

Name of the group: 2.s. Ekonomika a management jazyky od 20/21

Requirement credits in the group: In this group you have to gain 6 credits

interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.

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

Characteristics of the courses of this group of Study Plan: Code=2.S. EM-J 20/21 Name=2.s. Ekonomika a management jazyky od 20/21

U04L2111 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 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 acedemic context, as well as on strengthening and improving grammar.

Code of the group: 3.S. EM-J 20/21

Name of the group: 3.s. Ekonomika a management od 20/21 jazyky

Requirement credits in the group: In this group you have to gain 6 credits

All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

Requirement courses in the group: In this group you have to complete at least 1 course (at most 2)

Credits in the group: 6 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L3101	English Language 3 Eva Císlerová	Z	6	0P+4C		J
U04L3102	English Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3501	French Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3401	German Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3601	Russian Language 3-1 Eva Císlerová	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-J 20/21 Name=3.s. Ekonomika a ma	nagement oa	, ,
U04L3101 English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	nmar. All
interconnected language skills are submitted to the goal of developing the required 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 Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	nmar. All
interconnected language skills are submitted to the goal of developing the required 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 competencies in the French language at level A2-B1 according to the C	CEFR: speaking, r	eading, listeninç
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative	e skills. It is suitab	le for beginners
U04L3401 German Language 3-1	Z	3
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, r	eading, listening
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skil	ls. It is suitable for	pre-intermediate
students.		
U04L3503 Portuguese Language 3-1	Z	
The source is quitable for headeler students. The source develope all lenguage skills in the Devituques language at level A4 according to the CEED.	'	3
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	
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu		g, listening and
		g, listening and
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu biginners/ false beginners		g, listening and
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu biginners/ false beginners	nicative skills. It is	g, listening and suitable for
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu biginners/ false beginners U04L3601 Russian Language 3-1	nicative skills. It is Z eaking, reading, li	g, listening and s suitable for 3 stening and
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu biginners/ false beginners 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: spe	nicative skills. It is Z eaking, reading, li	g, listening and s suitable for 3 stening and

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: 4.S. EM-J 20/21

EXCLUSIVELY for beginners/ false beginners.

Name of the group: 4.s Ekonomika a management od 20/21 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)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
U04L4101	English Language 4 Eva Císlerová	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 Eva Císlerová	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
U04L4401	German Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
U04L4503	Portuguese language 4-1 Eva Císlerová	Z	3	0P+2C		J
U04L4601	Russian Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
U04L4502	Spanish Language 4-1	Z	3	0P+2C	L	J

U04L4101 English Language 4 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. 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 3 The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world. U04L4401 German Language 4-1 3 U04L4503 3 Portuguese language 4-1 Ζ The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing. U04L4601 Russian Language 4-1 3 U04L4502 Spanish Language 4-1 3 The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners. List of courses of this pass: Code Name of the course Completion Credits 32-IPW International Project Workshop ZK 3 32-IPW-6 International Project Workshop ZK 6 32BC-P-BCPR-01 **Bachelor Thesis** 7 6 32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention ZK 3 Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment. 32BC-P-DBMN-01 Design and Brand Management 32BC-P-DOPT-01 Transportation Technology ZK 3 Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport. Ergonomics The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requirements for working while sitting, standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health issues caused by prolonged passive sitting in poorly adjusted conditions. 32BC-P-FIDS-01 Financial and Tax Environment ZK 3 Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations. 32BC-P-LEAD-01 Leadership and Employee Education 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 32BC-P-MATP-01 Applied Materials in Technology 7K 3 32BC-P-MIN2-01 **Business Informatics - Database Systems** ZK 6 32BC-P-MIN3-01 **Business Informatics - Project Management** ZK 6 32BC-P-MKVY-01 Marketing Research Z,ZK 6 After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager. 32BC-P-MNNP-01 Managerial Tools and Calculations Z,ZK 6 32BC-P-OPVY-01 Operational Research Z,ZK 6 32BC-P-PAOS-01 Legal Aspects of Consumer Protection ZK 3 Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. 32BC-P-PRAP-01 Labor Law ZK 3 Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining. 32BC-P-PRAX-01 Internship Ζ 6 The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature. 32BC-P-UKIB-01 Introduction to Cyber Security and Information Security ZK 3 32BC-P-UMIN-01 Artificial Intelligence Z,ZK 3

Characteristics of the courses of this group of Study Plan: Code=4.S. EM-J 20/21 Name=4.s Ekonomika a management od 20/21 jazyky

00D0 D 7DDT04			
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables.	s and dimensions	design and
32BE-P-ACWR-01	Academic Writing	KZ	3
	ce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving students academic writi	ing skills with foci	us on correct
usage of vocabular	y, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical English, how it differs from other varieties in form and function and how it has changed over time.	remarks on what	is academic
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm		1
level, and consists	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	conventional lang	guage areas,
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails		elves clearly,
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu		1
32BE-P-CCMN-01	Cross-Cultural Management	Z,ZK	6
	diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from	_	
	owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences are the grant of a guaranteer of all majors leading for		
	of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for ure shapes management practices in international companies as well as the cultural orientations of individual managers and organisa		je about now
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
	ons: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost),		_
	e: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted		
	e network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G		
How here and ho	w elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation kn	now about me? W	e will walk
around akovice.	How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Inte	ernet is not for pe	ople but for
things. The bigges	t mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does	not always succ	eed) - the
	keywords are principles and clarity.		1 -
32BE-P-CRTH-01	Critical Thinking	ZK	3
	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem	-	-
	ractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lan	•	
accision making wi	course might be used across the curriculum.	iguage skiiis aeve	noped in this
32BE-P-CSRS-01		Z,ZK	6
	vith corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an		-
	concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting		
	concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and		
	of projects designed abroad, and in Czech conditions.		
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
Students will be ab	le to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bus		lect and use
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans	s). KZ	3
32BE-P-GAME-01	Introduction to Game Theory y: The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the uni	NΔ	1
leadining Strateg	y. The course is taught in English and is set on specialized loreign literature sources which might not be generally available in the unit	varcity backstora	
However studen	is are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide or	-	-
	ts are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide p pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignment	resentations and	academic
	pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignment	resentations and ts and the final te	academic
articles ir 32BE-P-ICTI-01	pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignment Social and Political Impacts of Modern ICT	resentations and ts and the final te ZK	academic est.
articles ir 32BE-P-ICTI-01 32BE-P-INBL-01	spdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignment Social and Political Impacts of Modern ICT International Business Life	resentations and ts and the final te ZK Z,ZK	academic st. 3
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32BE-P-PETR-01 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 developed. Several topics dealing with 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 operations vs the capital flow detailed in the capital account transactions. 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, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries. 32BE-P-PRSK-01 Presentation Skills 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. 32BE-P-SDGB-01 Social Determinants of Global Business ZK 3 Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies, as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings. 32BE-P-TRST-01 Transportation Technology 3 The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics. EuroTeQ 6 ECTS Q32-6 Z,ZK Financial Modelling (Tallinn University of Technology, EST) TALQFM ZK 6 TALQGMCS Governance and Management of Cyber Security (Tallinn University of Technology, EST) ZK 6 TV1 Physical Education Z 0 TV2 7 Physical Education 0 U00C4104 Z Fundamentals of Thesis 3 U00C6101 **Bachelor Thesis** Z 6 U00C6104 Practice 6 The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work. U04E0202 **Business Correspondence** 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 intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication U04E0203 Presentation Skills 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. U04E0204 ZK Critical Thinking 3 The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum. U04E0208 English for Intercultural Communication Z U04L1101 **English Language 1** 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 Ζ 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. 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 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. 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 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. 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	_ Z	3
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U04L3401	German Language 3-1		3
	Jerman Language 3-1 ble for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR	-	_
	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is		
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U04L3501	French Language 3-1	7	3
	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR	_	1
	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills		-
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: spe	aking, reading,	listening and
writing. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative s	kills. The cours	se is designed
	EXCLUSIVELY for beginners/ false beginners.		
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: spea		_
writing. Students	will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communications are considered to the course focuses of Portuguese grammar and lexis for everyday situations. The course focuses on communication are considered to the course focuses of Portuguese grammar and lexis for everyday situations.	ative skills. It is	suitable for
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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: speak		-
writing. Students wi	ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative ski false beginners	iis. It is suitadie	tor biginners
U04L4101	English Language 4	Z,ZK	6
	English Language 4 iitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. read		_
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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. read	,	1
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengther		-
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profess	sional life.	
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	_	3
	riench Language 4-1	Z	
	FIGURE Language 4-1 elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening a	-	_
		-	_
	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening a	-	_
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U16C6102	Presentation Skills	Z	3
	t main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	-	l
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	o prosoniali	5111115 111
U16C6106	Enterpreunership and Business Plan	Z,ZK	6
		ZK	3
U16C6302	Quality Management course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic a		
The content of the	contains examples of practical use of quality systems as well as non-systemic a contains examples of practical use of quality systems.	pproaches to qua	ility. It also
U16C6401	Online Marketing	Z,ZK	6
	ے th marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, stude		I
	ology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Und		
-	environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evalu		_
	tand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Dig		
no miornot, andorot	students to obtain certification in the field of Internet marketing.	gitai Carago , Wii	on will alle
U16C6501	Communication and Managerial Skills	Z,ZK	6
	e in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	•	_
	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue		
•	skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused of		•
· ·	ills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills	_	
···· doquiro baoio oia	on their actions.	o p. aooo aa ;	,01.00000
U16E0101	Corporate Social Responsibility	Z,ZK	6
1	ith corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an		
	concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting	-	
•	concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	•	
	of projects designed abroad, and in Czech conditions.		
U16E0102	Cross-Cultural Management	Z,ZK	6
	versity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from differen		_
	cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cult	-	
•	petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled		
•	management practices in international companies as well as the cultural orientations of individual managers and organization men		
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	e to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bus		_
	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
010-0101	momational nado and i manoc		
111650105	Political Economy of International Trade Polations		_
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the cour	se, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several top	Z,ZK pics dealing with the	6 ne econom
Throughout the cour policy will be discuss	rse, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several top sed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Pa	Z,ZK pics dealing with the ayment analysis, e	6 ne econom emphasisin
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6	Z,ZK	Business Economics	U63C1301
3	ZK	Informatics	U63C1401
6	Z,ZK	Mathematics 2	U63C2101
cale, and	equired quality and	Statistics 1 are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the report of the project of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles.	the semester. In t
ie topics	and practices within	test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	passing the imai
3	ZK	initial 2500 in the Granding Composition of an area area and a committee of the Granding Factor	U63C3201
6	Z,ZK	Accounting	U63C3301
-	orm a simplified form ements.	s on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial state.	
3 nformation		Information Systems and Design s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecture, business process modeling using BPMN, UML and others, information system modeling - UML and data related to the system development, business process modeling using BPMN, UML and others, information system modeling - UML and data related to the system development, business process modeling using BPMN, UML and others, information system modeling - UML and data related to the system of the	U63C3401 Fundamental terms
6	Z,ZK	Statistics 2	U63C4101
n previous itative and	knowledge acquired	elops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge qualitative data files.	Deepening relates Statistics I course.
		Macroeconomics s students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived veroverlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and	•
	•	n at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	
6	Z,ZK	Corporate Financial Management	U63C4302
	-	n and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as a laced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterp maximize wealth for shareholders.	
6	Z,ZK	Accounting in the Czech Republic Module is focused on the financial reporting according to currently valid Czech accounting legislature.	U63C4303
6	Z,ZK	Tax and Customs System	U63C4304
l entities.		used on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effects. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.	
6	Z,ZK	Management Informatics	U63C4401
6	ZK	Management Informatics - Microsoft 365	U63C4403
6	Z,ZK	Operational Research	U63C5101
eptable	ect the best of the a	earch is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we sele solutions.	Operations rese
3	ZK	Financial and Tax Environment	U63C5301
economy.	an advanced marken nancial institutions ir	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of tegory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial tracks system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and ca	Development and
	1		LIGOCEOOO
6 6	Z,ZK	Managerial Tools and Calculations	U63C5302
	Z,ZK res and dimensions	Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measu implementation for decision making purposes and results reporting using pivot charts and tables.	U63C5402 Design of primary
6	ZK	Business Informatics - Project Management	U63C5403
6	ZK	Business Informatics - Database Systems	U63C5404
3	ZK	Economic Security	U63C6201
6	Z,ZK	·	U63C6401
6	ZK	Management Informatics - web design, ERP	U63C6403
3	KZ	Introduction to Game Theory	U63E0101
3	ZK	Social Determinants of Global Business	U63E0201
in diverse	ry for doing busines	unurse introduces students of technical university to the social determinants of international business. It does that predominantly by comment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessate indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars here form of discussions based on individual readings.	Anotation: The co
3	ZK	Social and Political Impacts of Modern ICT	U63E0401
3	ZK	Microeconomics	U63E3201
3	ZK	Macroeconomics	U63E4201
phical cribing the my setting omestic	s, and trade-offs. Go r-money) model, de- en to the open econ- netary policy on the	rovides basic macroeconomic concepts to understand how a country operates in terms of its markets, aggregate variables, equation is equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity of Ifinancial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. It is further takens the famous Mundell-Fleming model, including the policy trilemma or impossible trinity concept. The effects of fiscal policy and more	This course properties of goods market and and presented a
seminars.	-	marized as well. The history of modern macroeconomics concludes the course. The main textbook is Blanchard (2021). This course	<u>-</u>
	, 7 1/	Law	U65C3301
3	ZK	 lectures on the Czech legal system and its constitutional foundations the course Law will focus on private and corporate law, and oth	

U65C5301	Labor Law	ZK	3
0000001	Labor relations - the creation, modification and termination, safety, collective bargaining.	210	
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. I		
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	, 5	,
U77C0002	Transport Technology	ZK	3
Basic terms in trans	sport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolo	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of tra	ansport.
U77C0003	Ecology and Technology	Z,ZK	3
Environmental pro	tection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform	nation about the er	nvironment
	and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world	UN).	
U77C0004	Engineering Materials	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
U77E0002		ZK	3
U77E0004	Applied Materials in Technology	ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3
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

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2025-09-02, time 16:23.