Study plan

Name of study plan: B-EM-P prezen ní studium od 21/22

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

Required credits: 201

Elective courses credits: -21 Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 96

The role of the block: Z

Code of the group: 1.S. EM 21/22

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 21/22 Requirement credits in the group: In this group you have to gain 15 credits

Requirement courses in the group: In this group you have to complete 4 courses

Credits in the group: 15 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 21/22 Name=1.s. Ekonomika a management povinné p edm ty od 21/22

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 21/22

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 21/22

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 21/22 Name=2.s. Ekonomika a management povinné p edm ty od 21/22

U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing cour	se makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	arketing research,	marketing mix
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	cy, types of interme	ediate distribution
links, marketing dis	tribution systems, marketing communications and new trends in marketing.		
U63C2101	Mathematics 2	Z,ZK	6
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses	s 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	market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and	I decisions in the a	areas of product
pricing, distribution	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 accountin
records, understand	d 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 21/22

Name of the group: 3.semestr Ekonomika a management od 21/22 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
U51C2307	Managerial Psychology Lenka Emrová	Z,ZK	3	1P+1C		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 21/22 Name=3.semestr Ekonomika a management od 21/22 povinné p edm ty

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

U51C2301 Managerial Psychology

ZK

3

The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.

U51C2307 Managerial Psychology

Z,ZK

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	Microeconomics	ZK	3
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.

U16C3501 Human Resources Management

7K

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

6

The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.

Code of the group: 4.S. EM 21/22

Name of the group: 4. semestr Ekonomika a management od 21/22 povinné p edm ty

Requirement credits in the group: In this group you have to gain 18 credits

Requirement courses in the group: In this group you have to complete 4 courses

Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63E4201	Macroeconomics	ZK	3	2P+0C		Z
U63C4201	Macroeconomics František H ebík	ZK	3	2P+0C		Z
U63C4302	Corporate Financial Management Miroslav Sponer	Z,ZK	6	2P+2C		Z
U63C4101	Statistics 2 Tomáš Macák	Z,ZK	6	2P+2C	L	Z
U00C4104	Fundamentals of Thesis Petr Vvm tal	Z	3	2P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 21/22 Name=4. semestr Ekonomika a management od 21/22 povinné p edm ty

U63E4201 Macroeconomics ZK 3

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 Macroeconomics

ZK

3

Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have 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.

J63C4302 Corporate Financial Management

Z,ZK

6

The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.

U63C4101 Statistics 2 The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files U00C4104 Fundamentals of Thesis 3

Code of the group: 5.S. EM 21/22

Name of the group: 5. semestr Ekonomika a management od 21/22 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 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 21/22 Name=5. semestr Ekonomika a management od 21/22 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3				
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy.							
Definition of the categor	Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current						
market system. Tax sys	market system. Tax system 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 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-OPVY-01 Operational Research

	32DC-1 -O1 V 1-01	Operational Research	۷,۷۱۸			
	U63C5101	Operational Research	Z,ZK	6		
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable						
	solutions					

Code of the group: 6.S. EM 21/22

Name of the group: 6. semestr Ekonomika a management od 21/22 povinné p edm ty-kopie

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, Matouš Machka, Dušan Maga, Tomáš Macák	Z	6			Z
U00C6101	Bachelor Thesis Petr Vym tal	Z	6	0P+0C	L	Z
32BC-P-MJAK-01	Quality Management Ond ej Hykš Ond ej Hykš Ond ej Hykš (Gar.)	ZK	3	2P+0C		Z
U16C6302	Quality Management Ond ej Hykš	ZK	3	2P+0C	Г	Z

Characteristics of the courses of this group of Study Plan: Code=6.S. EM 21/22 Name=6. semestr Ekonomika a management od 21/22 novinné n odm tv-konie

povinine p earn ty	-kopie		
32BC-P-BCPR-01	Bachelor Thesis	Z	6
U00C6101	Bachelor Thesis	Z	6
32BC-P-MJAK-01	Quality Management	ZK	3

The content of the course consists of various quality management systems with a focus on the most frequently used systems as well as non-systematic approaches to quality. It also contains examples of practical use of quality systems

U16C6302 Quality Management

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

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 81

The role of the block: PV

Code of the group: EM-T 21/22

Name of the group: Ekonomika a management technické p edm ty od 21/22 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 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
32BE-P-ARTT-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
U77E0006	Artificial Intelligence Olga Št pánková	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
U63E0402	Communication Systems and Technologies Dušan Maga	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 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 21/22 Name=Ekonomika a management technické p edm ty od 21/22

32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
U77E0004	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
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).

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

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.

ZK

U77C0004	Engineering Materials	ZK	3				
32BC-P-MATP-01	Applied Materials in Technology	ZK	3				
U77C0002	Transport Technology	ZK	3				
1	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						
	rs of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of ti	ransport.				
32BC-P-DOPT-01	Transportation Technology	ZK	3				
The state of the s	technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organized transport, organized transport planning, timetabling, planning in pasanger and freight transport, organized transport, organize						
mode, technologic facto	rs of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of ti	ransport.				
U77E0002		ZK	3				
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 introduc	es 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 management	ent and/or econom	nics.				
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 21/22 PVP

Name of the group: 3.-6.s. Ekonomika a management od 21/22 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 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
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
U04E0202	Business Correspondence Eva Císlerová	ZK	3	0P+2C	Z,L	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 Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
U04E0204	Critical Thinking Ond ei 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
U16C5402	Design and Brand Management Petra Jilková	ZK	3	2P+0C		PV
32BC-P-DBMN-01	Design and Brand Management Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
U63C6201	Economic Security František H ebík	ZK	3	1P+1C		PV
32BC-P-EKBZ-01	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	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

U16E0110	International Business Life Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32BE-P-INBL-01	International Business Life Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	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	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
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský Petr Makovský (Gar.)	ZK	3	0P+2C		PV
U63C0201	Macroeconomic Analysis Petr Makovský	ZK	3	0P+2C		PV
U63C4401	Management Informatics Tomáš Kubálek	Z,ZK	6	0P+4C		PV
U63C5404	Business Informatics - Database Systems	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	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
U16C4401	Marketing applications Lenka Nováková	Z,ZK	6	2P+2C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research Lenka Nováková	Z,ZK	6	2P+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
U16C6401	Online Marketing Tomáš Sadílek	Z,ZK	6	2P+2C	L	PV
32BC-P-PEBA-01	Money, banks, financial markets Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C		PV
U16C6106	Enterpreunership and Business Plan Dana Zadražilová	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-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 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
U00C6104	Practice So a Cupalová	Z	6	180XH		PV

32BC-P-PRAX-01	Internship So a Cupalová, Libor Cupal Libor Cupal So a Cupalová (Gar.)	Z	6	180XH		PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová 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
32BC-P-PRSK-01	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
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
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C		PV
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV
U16C0501	Employee Selection Process Iveta Chmielová Dalajková	Z	3	24C		PV
32BC-P-ZAVR-01	Employee Selection Process Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z	3	24B		PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
U63C5402	Business Data Processing Ivana Topolová	Z,ZK	6	2P+2C		PV

21/22 povinn volitelné p edm ty v J

Characteristics of the courses of this group of Study Plan: Code=3.-6.S. EM 21/22 PVP Name=3.-6.s. Ekonomika a management od 32BE-P-ACWR-01 Academic Writing ΚZ 3 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 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. Workplace Health, Safety anf Fire Prevention 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. 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 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 U04E0202 **Business Correspondence** ZK 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 Z,ZKU16E0101 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 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	, ,	ZK	3
	f the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problet	-	-
•	I use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve e emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and	•	
course might be used a		gaaga aa	
U04E0204	Critical Thinking	ZK	3
	f the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	-	-
·='	I use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve		
course might be used a	e emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and cross the curriculum	ı language skilis d	seveloped in this
U16E0102	Cross-Cultural Management	Z,ZK	6
	sity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from diffe		_
-	ss-cultural differences and their practical use increases the efficiency of interaction between representatives of different national		
· ·	encies of a successful manager in the global environment. The course is open to students of all majors looking for deeper kno	wledge about hov	v culture shapes
	in international companies as well as the cultural orientations of individual managers and organization members. Cross-Cultural Management	Z,ZK	6
	Cross-Cultural Management sity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people fro		_
	dge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of diffe		
	e core competencies of a successful manager in the global environment. The course is open to students of all majors looking	•	ledge about how
	ment practices in international companies as well as the cultural orientations of individual managers and organisation member		
U63C4304	Tax and Customs System	Z,ZK	6
	on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effect with the basics of the customs system and characterizes the basic principles of tax proceedings.	s with a focus on	legal entities.
U16C5402	Design and Brand Management	ZK	3
	Design and Brand Management	ZK	3
U63C6201	Economic Security	ZK	3
	Economic Security	ZK	3
U04E0208	English for Intercultural Communication	Z	6
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a		select and use
relevant information and	methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
	Entrepreneurship and Business Plan	Z,ZK	6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a develop business plans, analyse risks and their impact on the feasibility of business plans).	business plan (to	select and use
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
	Innovation Policies	KZ	3
	neurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external condition		_
on a number of slow-to-	change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much r	nore flexible, yet a	also vital, point
	tails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment	-	
	ompetitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and qua es and tensions among those approaches so innovation policies at both national and local level can bring very different result		ak value theory).
U16E0110	International Business Life	Z,ZK	3
	ious cases encountered in international business to give participants examples of real-life situations, help them understand w		_
and train them to find ap	oppropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of	factors which ma	y threaten the
	projects, linked both to technical or interpersonal problems.		
	International Business Life	Z,ZK	3
	ious cases encountered in international business to give participants examples of real-life situations, help them understand w opropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of		
	projects, linked both to technical or interpersonal problems.	idotoro willomina	y anoaton are
32-IPW	International Project Workshop	ZK	3
32-IPW-6	International Project Workshop	ZK	6
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a glo	obalized world, in a world of open borders It is very likely that you will work in international company or in domestic company w	ith international a	mbitions, maybe
•	r this type of work you need not only training in economic and managerial fields as you study them today (and technical as wel	•	* *
	for working in an international environment The issue of international business and management is very extensive and compou will surely meet in your practice: international trade and international finance Both fields are closely related: trade without seemed.		
	, while international finance is largely focused on business transactions This course is just a starting point for further study, bi	_	-
	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat	=	0.1
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		=
	not 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	•	u academic
U63E0101	Introduction to Game Theory	KZ	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 manager	, , , , , , , , , , , , , , , , , , ,	_
•	agerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	_	•
·	s of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focus	ū	
will acquire basic skills in on their actions.	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired	skills in practice a	ına get teedback

U51C5401	Leadership and Employee Education	Z,ZK	6
	Leadership and Employee Education approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter		O
	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	Ū
32BC-P-MACA-0	Macroeconomic Analysis	ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U63C4401	Management Informatics	Z,ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
	· ·	ļ	
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-0	1 Managerial Tools and Calculations	Z,ZK	6
U16C4401	Marketing applications	Z,ZK	6
0 11	tion course is focused on the marketing communication issues. The course makes students familiar with every part of the con		
·	d from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, m	arketing planning,	STP theory, an
customer relationship			
	Marketing Research	Z,ZK	6
	purse, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the		
	and technique of solution from the used procedures and applications in the field of marketing practice. Students should be at	ole to enter and so	ive research
	ly and in cooperation with a professional research agency from the position of a marketing manager.	7 71/	0
U16C5401	Marketing Research	Z,ZK	6
	se student should be able to define a problem for a research project, to specify the goals and target group, to determine the m d procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign a		-
	coperation with a professional research agency.	and solve research	problems both
U04E0201	Networking in English	ZK	3
	The two fixing in English cal communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and str	1	_
	on, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of b	-	
	ion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and		
- '		3	,
	k. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
		Z,ZK	6
32BE-P-OMAR-0	k. Practical language skills will be systematically developed in contexts and situations relevant to professional work. On-line Marketing Course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategi	Z,ZK	_
32BE-P-OMAR-0	1 On-line Marketing	ies and understand	ding consumer
32BE-P-OMAR-0 This online marketing of behaviour in the digital	1 On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategi	ies and understand ubsequent modules	ding consumer s cover essentia
32BE-P-OMAR-0 This online marketing of behaviour in the digital topics such as digital n	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategil realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Su	ies and understand ubsequent modules o delves into the ar	ding consumer s cover essention t of storytelling
32BE-P-OMAR-0 This online marketing to behaviour in the digital topics such as digital n in marketing, the nuand marketing through new	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategit realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Sun marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also could be a strategies of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and veletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and grammatic advertising.	les and understand ubsequent modules o delves into the ar id affiliate marketin goodwill, leveraging	ding consumer s cover essentiat of storytelling g, rethinks emag g analytics and
32BE-P-OMAR-0 ⁻ This online marketing to behaviour in the digital topics such as digital n in marketing, the nuan marketing through new Al for performance me	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategit realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Sun marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also could be also followed and mobile marketing, and effective social media strategies. It addresses the impact of influencer and visletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to all	les and understand ubsequent modules o delves into the ar id affiliate marketin goodwill, leveraging	ding consumer s cover essentia t of storytelling g, rethinks ema g analytics and
32BE-P-OMAR-0 This online marketing to behaviour in the digital topics such as digital n in marketing, the nuant marketing through new AI for performance me and skills to successfu	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategical realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Substanting research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also could be completed and mobile marketing, and effective social media strategies. It addresses the impact of influencer and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and consumers, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ally navigate the complex online marketing ecosystem.	les and understand ubsequent modules to delves into the ar d affiliate marketin goodwill, leveraging rm participants wit	ding consumer s cover essentiated to f storytelling g, rethinks emag analytics and h the knowledg
32BE-P-OMAR-O This online marketing of behaviour in the digital topics such as digital not in marketing, the nuand marketing through new Al for performance me and skills to successfur U16C6401	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategit realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Su marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also coes of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer an involvent and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and grasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ally navigate the complex online marketing ecosystem. Online Marketing	les and understand ubsequent modules to delves into the ar d affiliate marketin goodwill, leveraging rm participants wit	ding consumer s cover essentiat t of storytelling g, rethinks emag analytics and h the knowledg
32BE-P-OMAR-O This online marketing of behaviour in the digital topics such as digital noin marketing, the nuand marketing through new Al for performance me and skills to successfur U16C6401 The course deals with the success of the success of the success of the successfur the	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategial realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Su marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also coes of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer an insletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ally navigate the complex online marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course,	les and understand ubsequent modules to delves into the ard d affiliate marketin goodwill, leveraging rm participants wit Z,ZK students will be ab	ding consumer is cover essentiated for storytelling g, rethinks emaig analytics and the knowledger 6
32BE-P-OMAR-O This online marketing of behaviour in the digital topics such as digital noin marketing, the nuand marketing through new Al for performance me and skills to successfur U16C6401 The course deals with the impact of technology	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategical realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Substanting research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also course of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and grasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ally navigate the complex online marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, go on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business	les and understand ubsequent modules of delves into the arm of affiliate marketing goodwill, leveraging rm participants with the students will be about the students will be about the students will be about the students and how	ding consumer is cover essentiated for the storytelling grethinks emang analytics and the knowledges of the tounderstand to hit the target
32BE-P-OMAR-O This online marketing of behaviour in the digital topics such as digital not in marketing, the nuand marketing through new Al for performance meand skills to successfur U16C6401 The course deals with the impact of technology market in an online environment.	On-line Marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategical realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Sumarketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also coes of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and grasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ally navigate the complex online marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, go on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business vironment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and experience.	les and understand ubsequent modules of delves into the arm of affiliate marketing goodwill, leveraging rm participants with the students will be about the students will be about the students and how evaluating marketing	ding consumer is cover essentiated for the storytelling grethinks emand granalytics and the knowledges of the tounderstand to hit the targeting activities on
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U16C6102	Presentation Skills	Z	3
· · · · · · · · · · · · · · · · · · ·	n rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	eir own presentat	tion skills in
	will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
	Presentation Skills	Z	3
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
U16C4501	Work Performance Management	Z,ZK	6
	n the development of managerial skills in performance management in the organization. Through lectures and seminars, stude		- 1
	r efficient performance management in the organization and the main tasks of managers in various activities related to perfor	mance managem	nent in the
organization.	Os siel and Balifical language of Madaga IOT	71/	
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
	Social Determinants of Global Business	ZK	3
	troduces students of technical university to the social determinants of international business. It does that predominantly by co		
	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. Semin		
	f discussions based on individual readings.	iais neip to impro	ive on the
		7K	3
U63E0201	Social Determinants of Global Business	ZK omparing physica	3 I. institutional
U63E0201 Anotation: The course in	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by co	omparing physica	l, institutional
U63E0201 Anotation: The course ir and social environment	Social Determinants of Global Business	omparing physica ary for doing busi	I, institutional ness in diverse
U63E0201 Anotation: The course ir and social environment societies as well as inde	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by coof individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary	omparing physica ary for doing busi	I, institutional ness in diverse
U63E0201 Anotation: The course ir and social environment societies as well as inde	Social Determinants of Global Business Itroduces students of technical university to the social determinants of international business. It does that predominantly by coof individual countries and key regions of world economy. Students get to know about different religions and cultures, necessaries of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars	omparing physica ary for doing busi	I, institutional ness in diverse
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U63E0201 Anotation: The course ir and social environment societies as well as indein the form of discussion U16E0501 The course is aimed at improve individual self-pu63C4303 Module is focused on the U63C6401 32BE-P-WEBS-01 The course introduces s instances of economic pusions will be discussioned in the discussion of international trade an studies relating to the puimplemented by develop U16C0501 32BC-P-ZAVR-01 The course is implement the guidance of experts, company. In the course in the course will take place 32BC-P-ZPDT-01 Design of primary syste implementation for decision.	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by co findividual countries and key regions of world economy. Students get to know about different religions and cultures, necess: sees of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars as based on individual readings. Talent Management bractical application of knowledge and basic skills of Talent Management as well as the development of personal competencie resentation and to succeed during the Recruiting Process and Employee / Employer Selection process. Accounting in the Czech Republic e financial reporting according to currently valid Czech accounting legislature. World Economy and Business tudents of the technical universities to international business. Throughout the course, an interesting contrast between the inspirir tolicy will be done. When analysing the international business context, the student must interpret the role of big players, mainl assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic del External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend arkets, online system of payments. The methodology introduces to students the important section of International Business. To d domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectieseent state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industried countries. Employee Selection Process Employee Selection Process ted in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowle they will be able to practice the professional skills needed for the selection process and applying for job p	mparing physical ary for doing businelp to improve or the prove of the acard ary for doing businelp to improve or the care trial promotion, put the provention of the acard and dimension are for the acard and dimension are	I, institutional ness in diverse in the knowledge 6 at in order to 6 6 d the alternative gical markets. Pernational w products: two cus on the links de. A set of case urposely 3 3 aportantly, under pplicant and the d. year 2023/24,
U63E0201 Anotation: The course ir and social environment societies as well as indein the form of discussion U16E0501 The course is aimed at improve individual self-pu63C4303 Module is focused on the U63C6401 32BE-P-WEBS-01 The course introduces s instances of economic publications will be discussified markets, digital more international trade an studies relating to the puimplemented by develop U16C0501 32BC-P-ZAVR-01 The course is implemented by develop U16C0501 32BC-P-ZPDT-01 Design of primary syste implementation for decis U63C5402	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by or of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessives of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars is based on individual readings. Talent Management Dractical application of knowledge and basic skills of Talent Management as well as the development of personal competencia resentation and to succeed during the Recruiting Process and Employee / Employer Selection process. Accounting in the Czech Republic of financial reporting according to currently valid Czech accounting legislature. World Economy and Business undents of the technical universities to international business. Throughout the course, an interesting contrast between the inspiritolicy will be done. When analysing the international business context, the student must interpret the role of big players, maint assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend arkets, online system of payments. The methodology introduces to students the important section of International Business. The domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectic esent state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industried countries. Employee Selection Process Employee Selection Process Employee Selection Process Employee Selection Process Ed in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowle they will be able to practice the professional skills n	comparing physical ary for doing busin help to improve or the provided ary for doing busin help to improve or the provided ary for doing the technologies affecting the interest of the course will for contain promotion, put the provided are trial promotion, put the provided are	I, institutional ness in diverse in the knowledge 6 at in order to 6 6 6 d the alternative gical markets. Pernational w products: two cus on the links de. A set of case urposely 3 3 3 aportantly, under pplicant and the d. year 2023/24, 6 ons design and 6
U63E0201 Anotation: The course ir and social environment societies as well as indein the form of discussion U16E0501 The course is aimed at improve individual self-pu63C4303 Module is focused on the U63C6401 32BE-P-WEBS-01 The course introduces s instances of economic pusions will be discussionable markets, digital mof international trade an studies relating to the puimplemented by develop U16C0501 32BC-P-ZAVR-01 The course is implement the guidance of experts, company. In the course the course will take place 32BC-P-ZPDT-01 Design of primary syste implementation for decis U63C5402 Design of primary syste	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by co of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessives of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars as based on individual readings. Talent Management Tractical application of knowledge and basic skills of Talent Management as well as the development of personal competencia resentation and to succeed during the Recruiting Process and Employee / Employer Selection process. Accounting in the Czech Republic In financial reporting according to currently valid Czech accounting legislature. World Economy and Business Underts of the technical universities to international business. Throughout the course, an interesting contrast between the inspirir olicy will be done. When analysing the international business context, the student must interpret the role of big players, maint assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic ed. External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend arkets, online system of payments. The methodology introduces to students the important section of International Business. To domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectieses state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industries. Employee Selection Process Employee Selection Process ted in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowle they will be able to practice the professional skills needed for the selection process and applying for job positions fr	comparing physical ary for doing busin help to improve or the provided ary for doing busin help to improve or the provided ary for doing the technologies affecting the interest of the course will for contain promotion, put the provided are trial promotion, put the provided are	I, institutional ness in diverse in the knowledge 6 at in order to 6 6 6 d the alternative gical markets. Pernational w products: two cus on the links de. A set of case urposely 3 3 3 aportantly, under pplicant and the d. year 2023/24, 6 ons design and 6
U63E0201 Anotation: The course ir and social environment societies as well as indein the form of discussion U16E0501 The course is aimed at improve individual self-pu63C4303 Module is focused on the U63C6401 32BE-P-WEBS-01 The course introduces s instances of economic pusions will be discussioned in the pusion of international trade an studies relating to the puimplemented by develop U16C0501 32BC-P-ZAVR-01 The course is implement the guidance of experts, company. In the course in the course will take place 32BC-P-ZPDT-01 Design of primary syste implementation for decis U63C5402 Design of primary syste	Social Determinants of Global Business troduces students of technical university to the social determinants of international business. It does that predominantly by or of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessives of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars is based on individual readings. Talent Management Dractical application of knowledge and basic skills of Talent Management as well as the development of personal competencia resentation and to succeed during the Recruiting Process and Employee / Employer Selection process. Accounting in the Czech Republic of financial reporting according to currently valid Czech accounting legislature. World Economy and Business undents of the technical universities to international business. Throughout the course, an interesting contrast between the inspiritolicy will be done. When analysing the international business context, the student must interpret the role of big players, maint assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend arkets, online system of payments. The methodology introduces to students the important section of International Business. The domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectic esent state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industried countries. Employee Selection Process Employee Selection Process Employee Selection Process Employee Selection Process Ed in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowle they will be able to practice the professional skills n	comparing physical ary for doing busin help to improve or the provided ary for doing busin help to improve or the provided ary for doing the technologies affecting the interest of the course will for contain promotion, put the provided are trial promotion, put the provided are	I, institutional ness in diverse in the knowledge 6 at in order to 6 6 6 d the alternative gical markets. Pernational w products: two cus on the links de. A set of case urposely 3 3 3 aportantly, under pplicant and the d. year 2023/24, 6 ons design and 6

Code of the group: 4.S. EM 21/22 OZ

Name of the group: 4.s. Ekonomika a management od 21/22 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 21/22 OZ Name=4.s. Ekonomika a management od 21/22 oborové zam ení

U63C4304	Tax and Customs System	Z,ZK	6				
The course is focused	he 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 effects with a focus on legal entities.						
The course also deals	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	ZK	6				
U16C4401	Marketing applications	Z,ZK	6				
The Marketing application course is ocused 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.						

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.

Z.ZK

Code of the group: 5+6.S. EM 21/22 OZ

Work Performance Management

Name of the group: 5.+ 6.s. Ekonomika a management od 21/22 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:

U16C4501

Note on the grou	·,					
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
2000 0 0070 04	Workplace Health, Safety anf Fire Prevention	714		00.00		
32BC-P-BOZP-01	Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
U16C5302	Workplace Health, Safety anf Fire Prevention Josef Pros	ZK	3	2P+0C		PV
32BC-P-DBMN-01	Design and Brand Management Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
32BC-P-KOMD-01	Commmunication and Managerial Skills Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+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
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
U63C5404	Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C		PV
U63C5403	Business Informatics - Project Management 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
U63C6403	Management Informatics - web design, ERP Tomáš Kubálek	ZK	6	0P+4C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV

32BC-P-MNNP-01	Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research Lenka Nováková	Z,ZK	6	2P+2C	*	PV
U16C6401	Online Marketing Tomáš Sadílek	Z,ZK	6	2P+2C	L	PV
32BC-P-OMAR-01	Online marketing Tomáš Sadílek Tomáš Sadílek (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-UCCR-01	Accounting in the Czech Republic Theodor Beran, Matouš Machka Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		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
32BC-P-VPRI-01	Corporate Management Theodor Beran, Matouš Machka Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
U63C5402	Business Data Processing Ivana Topolová	Z,ZK	6	2P+2C		PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM 21/22 OZ Name=5.+ 6.s. Ekonomika a management od 21/22 oborové zam ení

21/22 oborové zan	n ení	a a manage	mioni ou
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3
	ield of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations.	Employee rights a	nd obligations.
Risk prevention. Employ	ree training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protect	tion Act. Occupation	onal 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. I	Risk
prevention. Training of st	aff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS,	Environmental Er	ngineering. Fire
protection. The law on the	ne protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	pment.	
U16C5402	Design and Brand Management	ZK	3
	Design and Brand Management	ZK	3
U16C6501	Commmunication and Managerial Skills	Z,ZK	6
The aim of the course in	$connection\ with\ the\ theoretical\ knowledge\ of\ the\ subject\ managerial\ psychology\ is\ the\ practice\ of\ communication\ and\ psychology\ is\ the\ practice\ psychology\ is\ the\ psychology\ is\ the\ practice\ psychology\ is\ the\ psychology\ is\ psychology\ is\ the\ psychology\ is\ the\ psychology\ is\ the\$	erial skills related to	o the successful
	gerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	•	•
· ·	s of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focus	•	
	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired	skills in practice a	nd get feedback
on their actions.			
U51C5401	Leadership and Employee Education	Z,ZK	6
	pproaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter		
	Leadership and Employee Education	Z,ZK	6
	pproaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter	prises.	
U63C5404	Business Informatics - Database Systems	ZK	6
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
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
32BC-P-MKVY-01	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		
determine the method a	ind technique of solution from the used procedures and applications in the field of marketing practice. Students should be ab	le to enter and sol	ve research
problems independently	and in cooperation with a professional research agency from the position of a marketing manager.		
U16C5401	Marketing Research	Z,ZK	6
At the end of the course	student should be able to define a problem for a research project, to specify the goals and target group, to determine the mo	ethod and techniq	ue of solving
1 *	procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign a	nd solve research	problems both
	operation with a professional research agency.		
U16C6401	Online Marketing	Z,ZK	6
	arketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course,		
	y on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business.		
	ronment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and e	•	•
	I the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform	ו "Digital Garage",	wnich will allow
students to obtain certif	ication in the field of Internet marketing.		

U65C5301 Labor Law	ZK	3
Labor relations - the creation, modification and termination, safety, collective bargaining.	' '	
32BC-P-PRAP-01 Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.		
U65C6301 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 ma codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	rkets. Emphasizing the	importance of
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 maccodes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	rkets. Emphasizing the	importance of
U63C4303 Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.	' '	
U63C6401	Z,ZK	6
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 m implementation for decision making purposes and results reporting using pivot charts and tables.	easures and dimensio	ns design and
U63C5402 Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP m implementation for decision making purposes and results reporting using pivot charts and tables.	easures and dimensio	ns design and
32BC-P-KOMD-01 Commmunication and Managerial Skills	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and mar	nagerial skills related to	the successful
implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful d	ialogue and achievem	ent of goals, as
well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part for	J	,
will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acqui	red skills in practice ar	id get feedback
on their actions.		
32BC-P-OMAR-01 Online marketing	Z,ZK	6
32BC-P-UCCR-01 Accounting in the Czech Republic	Z,ZK	6
•		

Code of the group: 5+6.S.EM 21/22 PVP E

Name of the group: 5.+ 6.s. Ekonomika a management od 21/22 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-ACWR-01	Academic Writing Kryštof Beták 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
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 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
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 Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			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

U16E0110	International Business Life Vincent Blaise Montenero	Z,ZK	3	1P+1C		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
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
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
32BE-P-GAME-01	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
U16E0105	Political Economy of International Trade Relations 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
U04E0203	Presentation Skills Anna Wagnerová	ZK	3	0P+2C	Z,L	PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		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
U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		PV
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3	2P+1C		PV
U16E0501	Talent Management Vincent Blaise Montenero	Z,ZK	6	0P+4C		PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 21/22 PVP E Name=5.+ 6.s. Ekonomika a management od 21/22 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 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.

32BE-P-BCOR-01 Business Correspondence ZK

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

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

U16E0101 Corporate Social Responsibility Z,ZK 6

The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course 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 Z,ZK 6

The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.

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.

U04E0204 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.

U16E0102	Cross-Cultural Management	Z,ZK	6
"	sity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from diff	ŭ	
	ss-cultural differences and their practical use increases the efficiency of interaction between representatives of different nationa encies of a successful manager in the global environment. The course is open to students of all majors looking for deeper kn		
	in international companies as well as the cultural orientations of individual managers and organization members.	owiedge about nov	Culture Shapes
	Cross-Cultural Management	Z,ZK	6
	sity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people fr		
	dge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of dif		
	e core competencies of a successful manager in the global environment. The course is open to students of all majors lookin	•	edge about how
	ment practices in international companies as well as the cultural orientations of individual managers and organisation memb		
U04E0208 U16E0103	English for Intercultural Communication Entrepreneurship and Business Plan	Z Z,ZK	<u>6</u> 6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	1 ' 1	-
	If methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	a buomooo pian (to	coloct and acc
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	business plan (to	select and use
relevant information and	d 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	Innovation Policies	KZ	3
	neurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external conditio change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much	-	
	tails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environmen		
	ompetitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and qu	•	
There are both synergie	es and tensions among those approaches so innovation policies at both national and local level can bring very different resul	ts.	
U16E0110	International Business Life	Z,ZK	3
	ious cases encountered in international business to give participants examples of real-life situations, help them understand		
	opropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of propriets, linked both to technical or interpersonal problems.	f factors which ma	y threaten the
32BE-P-INBL-01	projects, linked both to technical or interpersonal problems. International Business Life	Z,ZK	3
	ious cases encountered in international business to give participants examples of real-life situations, help them understand	1 ' 1	_
	opropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations o		
success of international	projects, linked both to technical or interpersonal problems.		
32BE-P-ITRF-01	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 v		' -
*	r 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	•	**
	bu 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, b	-	-
for you at the right time	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	athy for diversity	
U16E0104	International Trade and Finance	Z,ZK	6
	Introduction to Game Theory	KZ	3
1	course is taught in English and is set on specialized foreign literature sources which might not be generally available in the user to appropriate the course of the cours	-	-
	not 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 an	-	a academic
U63E0101	Introduction to Game Theory	KZ	3
U04E0201	Networking in English	ZK	3
	al communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and stra		_
· ·	n, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of b	_	
	on and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and	grammar developr	nent, teamwork,
	. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
!	On-line Marketing	Z,ZK	6
1	ourse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategi realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Su		•
_	arketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also	· ·	
I .	es of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer an		
marketing through news	sletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and g	goodwill, leveraging	analytics and
I	surement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to a	rm participants with	n the knowledge
	y navigate the complex online marketing ecosystem.	7.71/	
U16E0105	Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sever	Z,ZK	th the economic
_	External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance		
1 * *	ansactions vs the capital flows performing movements in the capital account. The methodology introduces to students the im		
1.	relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	=	=
	porations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of interr		-
	Political Economy of International Trade Relations	Z,ZK	6
_	an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed		-
1	discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle t nd service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students th	=	
1	relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	-	
1.	porations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of interr	· ·	_
including the breaking is	ssue 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.

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.

U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3
I			

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.

U63E0201 Social Determinants of Global Business

ZK

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.

U16E0501 **Talent Management**

The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.

32BE-P-WEBS-01 World Economy and Business

7.7K

The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links 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 braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries.

Q32-6 EuroTeQ 6 ECTS Z,ZK 6

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 21/22

Name of the group: 1.s. Ekonomika a management jazyky od 21/22

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	Z	6	0P+4C	Z	J

Characteristics of the courses of this group of Study Plan: Code=1.S. EM-J 21/22 Name=1.s. Ekonomika a management jazyky od 21/22

U04L1111 English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on

developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.

U04L1101 English Language 1 Z

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 21/22

Name of the group: 2.s. Ekonomika a management jazyky od 21/22

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:

11010 011 1110 5	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	Z	6	0P+4C	L	J

Characteristics of the courses of this group of Study Plan: Code=2.S. EM-J 21/22 Name=2.s. Ekonomika a management jazyky od 21/22

U04L2111 English Language 2 7 6 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. U04L2101 English Language 2 7 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.

Code of the group: 3.S. EM-J 21/22

Name of the group: 3.s. Ekonomika a management jazyky od 21/22

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:

false beginners.

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

U04L3601	Russian Language 3-1 Eva Císlerová	Z	3	0P+2C	J
U04L3502	Spanish Language 3-1	Z	3	0P+2C	J
	the courses of this group of Study Plan: Code=3.S. EM-J 21/22 Nan	ne=3.s. Ekon	omika a	management	jazyky od 21/22
	English Language 3			Z	6
	r students of bachelor managerial studies. Seminars cover Business Terminology and Con			•	
	ls - reading, writing, speaking and listening, on understanding and orientation in a wide-ra	•	strengthenir	ng and improving (rammar. All
	skills are submitted to the goal of developing the required level needed for students' profe	essional life.			
U04L3102	English Language 3-1			Z	3
	r students of bachelor managerial studies. Seminars cover Business Terminology and Con			•	
	ls - reading, writing, speaking and listening, on understanding and orientation in a wide-ra		strengthenir	ng and improving o	rammar. All
interconnected language	skills are submitted to the goal of developing the required level needed for students' profe	essional life.			
U04L3501	French Language 3-1			Z	3
The course is suitable for	bachelor students. The course develops all language competencies in the French languag	e at level A2-B1 a	according to	the CEFR: speakir	g, reading, listening
and writing. In the course	e, students foster their knowledge of grammar and vocabulary for everyday situations. The	course focuses of	on communic	ative skills. It is su	table 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	ge at level A2-B1 a	according to	the CEFR: speakir	g, reading, listening
and writing. In the course	, students foster their knowledge of grammar and vocabulary for everyday situations. The cou	rse focuses on co	mmunicative	skills. It is suitable	for pre-intermediate
students.					
U04L3503	Portuguese Language 3-1			Z	3
The course is suitable fo	r bachelor students. The course develops all language skills in the Portuguese language a	t level A1 accordi	ing to the CE	FR: speaking, rea	ding, listening and
writing. Students will fam	iliarise themselves with the basics of Portuguese grammar and lexis for everyday situation	s. The course foo	cuses on cor	nmunicative skills.	It is suitable for
biginners/ false beginner	S				
U04L3601	Russian Language 3-1			Z	3

The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for biginners/ U04L3502 Spanish Language 3-1 Z 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.

Code of the group: 4.S. EM-J 21/22

Name of the group: 4.s Ekonomika a management jazyky od 21/22

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

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

Credits in the group: 6 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4 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
U04L4502	Spanish Language 4-1	Z	3	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S. EM-J 21/22 Name=4.s Ekonomika a management jazyky od 21/22

U04L4101 | English Language 4 | Z,ZK | 6 |
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and accedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

U04L4102 | English Language 4-1 | Z,ZK | 3

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 accdemic 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 co	mmunicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listenin	g and writing. It pr	ovides an
introduction to sociocul	ural aspects of present-day France and French-speaking world.		
U04I 4401	German Language 4-1	7	3

U04L4502 Spanish Language 4-1 Z 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

 ${\sf EXCLUSIVELY} \ for \ beginners/ \ false \ beginners.$

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	Z	6
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic logislation in	the field of OSH in the ELL Czech Penublic Labour Code Implementing regulations of the Labour Code Employer's obligations. Em	nlovoo rights and	obligations

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	ZK	3
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.

	gio lactore el tire diae el operator ana dient molading il macrice en conteni, organication el aracir tanto and their aprication acting t	arroad riroarro di tr	aop o. t.
32BC-P-EKBZ-01	Economic Security	ZK	3
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.

00D0 D EID0 04		717	
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 a	n advanced marke	et economy.
Definition of the cat	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina	ncial institutions ir	the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calci	ulations.	
32BC-P-KOMD-01	Commmunication and Managerial Skills	Z,ZK	6
	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	•	
	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue		
	skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused		-
· · · · · · · · · · · · · · · · · · ·		_	
will acquire basic sr	ills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skil	is in practice and g	jet leedback
	on their actions.		_
32BC-P-LEAD-01	Leadership and Employee Education	Z,ZK	6
The c	ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus	trial enterprises.	
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MJAK-01	Quality Management	ZK	3
	course consists of various quality management systems with a focus on the most frequently used systems as well as non-systematic		
	contains examples of practical use of quality systems.		
20DC D MIA A/04		7 71/	
32BC-P-MKVY-01	Marketing Research	Z,ZK	6
	ne course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the re		
determine the me	thod and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able		research
	problems independently and in cooperation with a professional research agency from the position of a marketing manager	·	
32BCP-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-OMAR-01	Online marketing	Z,ZK	6
	<u> </u>		
32BC-P-OPVY-01	Operational Research	Z,ZK	6
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information o	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. È	mphasizing the im	portance of
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-PRAP-01		ZK	3
32DCP-PRAP-U1	Labor Law	Z٨	3
	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.		
32BC-P-PRAX-01	Internship	Z	6
The classification of	of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportuni	ty to acquire qualit	y skills and
experience. MÚ\	'S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of th	e study plans is s	hort-term
	professional internship of a pilot nature.		
32BC-P-PRSK-01	Presentation Skills	Z	3
32BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-VPRI-01	Corporate Management	Z.ZK	6
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is imple	mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledg	e, but most import	antly, under
the guidance of exp	erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the persp	ective of the applic	cant and the
company. In the cou	rse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme	ster of the acad. ye	ear 2023/24,
	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.		
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure		
200.g., 0. pa.,	implementation for decision making purposes and results reporting using pivot charts and tables.	0 4.14 4.11.01.01.01.0	accigii aiia
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32BE-P-ACWR-01	A andomia \Milian		3
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	ce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving students academic writy, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical	ing skills with focu	
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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. 32BE-P-CSRS-01 Corporate Social Responsibility Z.ZK 6 The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions. 32BE-P-EBPL-01 Entrepreneurship and Business Plan Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans). 32BE-P-GAME-01 Introduction to Game Theory 3 Teaching Strategy: The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the university bookstore or library. However, students are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide presentations and academic articles in pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignments and the final test. 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT ZK 3 32BE-P-INBL-01 International Business Life Z,ZK 3 The course looks at various cases encountered in international business to give participants examples of real-life situations, help them understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the success of international projects, linked both to technical or interpersonal problems. 32BE-P-INPL-01 Innovation Policies ΚZ 3 Technological, entrepreneurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervenstion. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regionak value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results. 32BF-P-ITRF-01 International Trade and Finance We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity 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 strategies and understanding consumer behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsequent modules cover essential topics such as digital marketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also delves into the art of storytelling in marketing, the nuances of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affiliate marketing, rethinks email marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and goodwill, leveraging analytics and Al 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. 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. Transportation Technology 32BE-P-TRST-01 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 field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics. 32BE-P-WEBS-01 World Economy and Business The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links 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 braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries.. Q32-6 EuroTeQ 6 ECTS 7.7K 6 **TALQFM** Financial Modelling (Tallinn University of Technology, EST) ZK 6

ZK

6

Governance and Management of Cyber Security (Tallinn University of Technology, EST)

Physical Education

TALQGMCS

TV2	Physical Education	Z	0
U00C4104	Fundamentals of Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
U00C6104	Practice	Z	6
	of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportun VS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of t professional internship of a pilot nature.		•
U04E0201	Networking in English	ZK	3
business commun	actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strateg ication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of businension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grain and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession	ness contacts with mmar developmer	people who
level, and consists	Business Correspondence urse to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business comm	e conventional lan ls, express thems	guage areas,
U04E0203	Presentation Skills	ZK	3
	t main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.		
U04E0204	Critical Thinking	ZK	3
discussion and p	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and probler practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved ith the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and la course might be used across the curriculum.	d in the practice o	f reasoned
U04E0208	English for Intercultural Communication	Z	6
U04L1101	English Language 1	Z	6
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students professional li	nd improving grai	
U04L1111	English Language 1	Z	6
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students professional li	nd improving grai	
U04L2101	English Language 2	Z	6
listening, on under	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ening and improv	
U04L2111	English Language 2	Z	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	l	_
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
U04L3101	English Language 3	Z	6
	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	nd improving grai	
	English Language 3-1 uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram		
ueveloping ian	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		ııııaı. Alí
U04L3401	German Language 3-1	Z	3
	ble for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. I students.		-
U04L3501	French Language 3-1	Z	3
The course is suita	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	R: speaking, read	ling, listening
	Spanish Language 3-1 able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sq rill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative EXCLUSIVELY for beginners/ false beginners.		_
U04L3503	Portuguese Language 3-1	Z	3
The course is suit	able for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: sp will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commun biginners/ false beginners	eaking, reading, l	istening and
U04L3601	Russian Language 3-1	Z	3
The course is su	Russian Language 5-1 uitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spe rill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative states beginners	ı aking, reading, lis	tening and

Z,ZK , i.e. reading, writing, speatrengthening and improving professional life. Z,ZK , i.e. reading, writing, speatrengthening and improving professional life. Z Interpolation of the state of the s	3 aking and ng grammar. 3 aying and ng grammar. 3 ayides an 3 stening and
trengthening and improvired professional life. Z,ZK, i.e. reading, writing, speatrengthening and improvired professional life. Z listening and writing. It provides the speaking, reading, linicative skills. The course the speaking and writing. It provides the speaking of the speaking	3 aking and ng grammar. 3 aking and ng grammar. 3 avides an 3 stening and is designed 3 6 3
and professional life. Z,ZK , i.e. reading, writing, speater rengthening and improving professional life. Z listening and writing. It professional section is a control of the course	3 aking and rig grammar. 3 3 ovides an stening and ris designed 3 6 3
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5	ce management in achieviation in the market econor Z,ZK communication mix. Commarketing planning, STP Z,ZK students will learn effective or performance management ZK bligations of the employee HS, Environmental Engingles. Technical equipment. Z,ZK the method and technique of and solve research pro ZK Z Elop their own presentations. Z,ZK L Z

one of the core cor	npetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowle management practices in international companies as well as the cultural orientations of individual managers and organization me	_	ture shapes
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	ble to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bu		ect and use
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plan		
U16E0104	International Trade and Finance	Z,ZK	6
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
•	urse, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several to ssed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of F		
-	vice transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important parameters of the capital account.	-	1
-	(IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse		
role of multinatio	nal corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internal	tional trade will be	analyzed.
U16E0110	International Business Life	Z,ZK	3
	at various cases encountered in international business to give participants examples of real-life situations, help them understand wha find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of fa		
and train them to	success of international projects, linked both to technical or interpersonal problems.	ctors writer may th	ireateri trie
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
U16E0501	Talent Management	Z,ZK	6
	ned at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencie	' '	n order to
	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process		
U16E1101	Principles of Management	Z,ZK	6
•	ey discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and cor g faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key position:		
	just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, n		
	pasics of management in the context of its modern trends and is therefore the starting point for further study of managerial and econo		
U16E2401	Principles of Marketing	Z,ZK	6
	es on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing		
techniques used in	n market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and dec	isions in the areas	of product,
115102201	pricing, distribution and communication. Monagarial Payabalagy	ZK	3
U51C2301	Managerial Psychology aints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo		
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice and personnel managerial practice.	-	
the importance of the	ne personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted w	th the personality p	rerequisites
_	neir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities, with psychic functions and processes applied in performing managerial		
	uces the principles of human development and psychological characteristics of selected developmental periods, personality psycholo amics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at th		
	phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social		
	tudents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, esp		
	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobile	oing, bossing, burn	
U51C2307	Managerial Psychology	Z,ZK	3
	aints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana		
	ne personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted w	-	
of managers and th	neir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial	erial functions. Dev	velopmental
	uces the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics of selected developmental periods.	•	, ,
-	amics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the shenomena around them with theoretical background and concepts of social psychology so that they can understand people's social leads to the socia		
	tudents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, esp		
The course will	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobile	oing, bossing, burn	out, etc.
U51C5401	Leadership and Employee Education	Z,ZK	6
	course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial		
U51E2301	Managerial Psychology	Z,ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
U63C1401	Informatics	ZK	3
U63C2101	Mathematics 2	Z,ZK	6
U63C3101	Statistics 1 are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the	Z,ZK	6
the semester. In t	he course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles at	quired quality and	scale, and
116202224	listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	71/	
U63C3201	Aggregating	ZK	3
U63C3301 The course focuse:	Accounting s on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor	Z,ZK	6 accounting
	records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial state	· · · · · · · · · · · · · · · · · · ·	. accounting
U63C3401	Information Systems and Design	ZK	3
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		
	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data m	odeling.	

U63C4101			
The course deve	Statistics 2	Z,ZK	6
	lops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	during the study S	tatistics I.
	to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the kr		-
Statistics I course.	After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowled qualitative data files.	lge from both qua	ntitative ai
U63C4201	Macroeconomics	ZK	3
-	s students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived f		
	re overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and provided the control of the c		
	at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous		
U63C4302	Corporate Financial Management	Z,ZK	6
	n and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe	•	
empnasis will be p	laced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpris maximize wealth for shareholders.	e, increase marke	et value ar
1163C4303		Z,ZK	6
U63C4303	Accounting in the Czech Republic Module is focused on the financial reporting according to currently valid Czech accounting legislature.	Z,ZR	0
U63C4304	Tax and Customs System	Z,ZK	6
	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		
1110 000130 13 1000	The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.	with a locas on ice	gai crititio
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
U63C5101		Z,ZK	6
	Operational Research arch is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we selec	•	_
Operations resea	solutions.	t the best of the a	cceptable
U63C5301	Financial and Tax Environment	ZK	3
	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a		
•	tegory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.		
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calci		r tillo odiric
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure		_
besign of primary	implementation for decision making purposes and results reporting using pivot charts and tables.		acsigit ai
U63C5403	Business Informatics - Project Management	ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
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U63C6201	Economic Security	ZK	3
U63C6401	·	Z,ZK	6
U63C6401 U63C6403	Management Informatics - web design, ERP	Z,ZK ZK	6
U63C6401	·	Z,ZK	6
U63C6401 U63C6403 U63E0101 U63E0201	Management Informatics - web design, ERP	Z,ZK ZK KZ ZK	6 6 3 3
U63C6401 U63C6403 U63E0101 U63E0201 Anotation: The co	Management Informatics - web design, ERP Introduction to Game Theory Social Determinants of Global Business	Z,ZK ZK KZ ZK nparing physical, i for doing busines p to improve on the	6 6 3 3 nstitutiona s in divers
U63C6401 U63C6403 U63E0101 U63E0201 Anotation: The co	Management Informatics - web design, ERP Introduction to Game Theory Social Determinants of Global Business urse introduces students of technical university to the social determinants of international business. It does that predominantly by conment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars hel	Z,ZK ZK KZ ZK nparing physical, i for doing busines p to improve on the	6 6 3 3 nstitutiona s in divers
U63C6401 U63C6403 U63E0101 U63E0201 Anotation: The co and social environs societies as well as	Management Informatics - web design, ERP Introduction to Game Theory Social Determinants of Global Business urse introduces students of technical university to the social determinants of international business. It does that predominantly by conment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars hele in the form of discussions based on individual readings.	Z,ZK ZK KZ ZK nparing physical, i for doing busines p to improve on the	6 6 3 3 nstitutiona s in diverse e knowlede
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