

Study plan

Name of study plan: B-EM-P prezen ní studium od 22/23

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: 162

Elective courses credits: 18

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 22/23

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U63C1401	Informatics <i>Pavel Andres</i>	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	Z,ZK	6	2P+2C	Z	z
TV1	Physical Education	Z	0	0+2	Z	z
U16C1101	Principles of Management <i>Old ich Bronec</i>	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=1.S. EM 22/23 Name=1.s. Ekonomika a management povinné p edm ty od 22/23

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 22/23

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U16C2301	Logistics <i>Michal Mervart</i>	ZK	3	2P+0C	L	z
U16C2401	Marketing	Z,ZK	6	2P+2C	Z,L	z
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6	2P+2C		z
U63C2101	Mathematics 2	Z,ZK	6	2P+2C	L	z
U16E2401	Principles of Marketing	Z,ZK	6	2P+2C	L	z
TV2	Physical Education	Z	0	0+2	L	z
U63C3301	Accounting <i>Theodor Beran</i>	Z,ZK	6	2P+2C		z
U16C2202	Project Management Basics	Z,ZK	3	1P+1C		z

Characteristics of the courses of this group of Study Plan: Code=2.S. EM 22/23 Name=2.s. Ekonomika a management povinné p edm ty od 22/23

U16C2301	Logistics	ZK	3
U16C2401	Marketing The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
U63C2101	Mathematics 2	Z,ZK	6
U16E2401	Principles of Marketing The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.	Z,ZK	6
TV2	Physical Education	Z	0
U63C3301	Accounting The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3

Code of the group: 3.S. EM 22/23

Name of the group: 3.s. Ekonomika a management od 22/23 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BE-P-HRMN-01	Human Resources Management <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-ISPR-01	Information Systems and Design	ZK	3	1P+1C		z
U63C3401	Information Systems and Design	ZK	3	1P+1C	Z	z
32BE-P-MNPS-01	Managerial Psychology <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		z
U51E2301	Managerial Psychology <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		z
U51C2307	Managerial Psychology <i>Lenka Emrová</i>	Z,ZK	3	1P+1C		z
U51C2301	Managerial Psychology <i>Lenka Emrová</i>	ZK	3	1P+1C	L	z
32BC-P-MNPS-01	Managerial Psychology <i>Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)</i>	Z,ZK	3	1P+1C		z
U63E3201	Microeconomics	ZK	3	2P+0C		z
32BE-P-MICR-02	Microeconomics	ZK	3	2P+0C		z
U63C3201		ZK	3	2P+0C	Z	z
32BC-P-MIKR-02	Microeconomics	ZK	3	2P+0C		z
32BC-P-PRAV-01	Law <i>Ji í Vřete ka Ji í Vřete ka Ji í Vřete ka (Gar.)</i>	ZK	3	2P+0C		z
U65C3301	Law	ZK	3	2P+0C		z

U16C3501	Human Resources Management <i>Martin Šiký</i>	ZK	3	2P+0C	Z	z
32BC-P- LZD-01	Human Resources Management <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-STA1-01	Statistics 1	Z,ZK	6	2P+2C		z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=3.S. EM 22/23 Name=3.s. Ekonomika a management od 22/23 povinné p edm ty

32BE-P-HRMN-01	Human Resources Management The course introduces modern principles and practices of human resource management (HRM) 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.	ZK	3
32BC-P-ISPR-01	Information Systems and Design 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.	ZK	3
U63C3401	Information Systems and Design 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.	ZK	3
32BE-P-MNPS-01	Managerial Psychology	Z,ZK	3
U51E2301	Managerial Psychology	Z,ZK	3
U51C2307	Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.	Z,ZK	3
U51C2301	Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.	ZK	3
32BC-P-MNPS-01	Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.	Z,ZK	3
U63E3201	Microeconomics	ZK	3
32BE-P-MICR-02	Microeconomics	ZK	3
U63C3201		ZK	3
32BC-P-MIKR-02	Microeconomics The subject introduces students to the functioning of the market mechanism and the behavior of partial economic subjects. Market equilibrium is explained with respect to consumer behavior from the perspective of utility theory and producer behavior. The equilibrium of the enterprise with the impact on the market of production factors is explained on the example of cost functions.	ZK	3
32BC-P-PRAV-01	Law	ZK	3
U65C3301	Law 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.	ZK	3
U16C3501	Human Resources Management The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.	ZK	3
32BC-P- LZD-01	Human Resources Management The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.	ZK	3
32BC-P-STA1-01	Statistics 1 The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	Z,ZK	6

U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			

Code of the group: 4.S. EM 22/23

Name of the group: 4.s. Ekonomika a management od 22/23 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U63E4201	Macroeconomics <i>Aliya Algozhina</i>	ZK	3	2P+0C		z
32BE-P-MACR-01	Macroeconomics <i>Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)</i>	ZK	3	2P+0C		z
U63C4201	Macroeconomics <i>František H ebík</i>	ZK	3	2P+0C		z
32BC-P-MACR-01	Macroeconomics <i>František H ebík František H ebík František H ebík (Gar.)</i>	ZK	3	2P+0C		z
U63C4302	Corporate Financial Management <i>Miroslav Sponer</i>	Z,ZK	6	2P+2C		z
32BC-P-POFI-01	Corporate Financial Management <i>Miroslav Sponer Miroslav Sponer Miroslav Sponer (Gar.)</i>	Z,ZK	6	2P+2C		z
32BC-P-STA2-01	Statistics 2	Z,ZK	6	2P+2C		z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	z
32BC-P-ZODB-02	Fundamentals of Thesis	Z	3	2P+0C		z
U00C4104	Fundamentals of Thesis	Z	3	2P+0C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 22/23 Name=4.s. Ekonomika a management od 22/23 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.			
32BE-P-MACR-01	Macroeconomics	ZK	3
This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions.			
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.			
32BC-P-MACR-01	Macroeconomics	ZK	3
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
32BC-P-POFI-01	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.			
32BC-P-STA2-01	Statistics 2	Z,ZK	6
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
32BC-P-ZODB-02	Fundamentals of Thesis	Z	3
U00C4104	Fundamentals of Thesis	Z	3

Code of the group: 5.S. EM 22/23

Name of the group: 5.s. Ekonomika a management od 22/23 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U63C5301	Financial and Tax Environment <i>Otakar Schlossberger</i>	ZK	3	2P+0C		z
32BC-P-FIDS-01	Financial and Tax Environment <i>Otakar Schlossberger</i>	ZK	3	2P+0C		z
32BC-P-OPVY-01	Operational Research <i>Denisa Mocková, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)</i>	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 22/23 Name=5.s. Ekonomika a management od 22/23 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 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-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	Z,ZK	6
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 22/23

Name of the group: 6.s. Ekonomika a management od 22/23 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BC-P-BCPR-01	Bachelor Thesis	Z	6			z
U00C6101	Bachelor Thesis	Z	6	0P+0C	L	z
32BC-P-MJAK-01	Quality Management	ZK	3	2P+0C		z
U16C6302	Quality Management	ZK	3	2P+0C	L	z

Characteristics of the courses of this group of Study Plan: Code=6.S. EM 22/23 Name=6.s. Ekonomika a management od 22/23 povinné p edm ty

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	ZK	3
The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also contains examples of practical use of quality systems.			

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 42

The role of the block: PV

Code of the group: EM-T 22/23

Name of the group: Ekonomika a management technické p edm ty od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U77E0004	Applied Materials in Technology	ZK	3	2P+0C		PV
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence <i>Olga Št pánková, Martin Macaš Martin Macaš Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
U77E0006	Artificial Intelligence <i>Olga Št pánková</i>	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies <i>Dušan Maga Dušan Maga Dušan Maga (Gar.)</i>	ZK	3	2P+0C		PV
U63E0402	Communication Systems and Technologies <i>Dušan Maga</i>	ZK	3	2P+0C		PV
U77C0003	Ecology and Technology	Z,ZK	3	1P+1C	Z	PV
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA <i>Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA <i>Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-ERGO-01	Ergonomics <i>Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)</i>	ZK	3	2P+0C		PV
U77C0004	Engineering Materials	ZK	3	2P+0C	Z	PV
32BC-P-MATP-01	Applied Materials in Technology	ZK	3	2P+0C		PV
U77C0002	Transport Technology <i>Michal Mervart</i>	ZK	3	2P+0C	L,Z	PV
32BC-P-DOPT-01	Transportation Technology <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C		PV
U77E0002	Old ich Bronec	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	ZK	3	2P+0C		PV
U77C0006	Artificial Intelligence <i>Olga Št pánková</i>	Z,ZK	3	1P+1C	*	PV
32BC-P-UMIN-01	Artificial Intelligence <i>Olga Št pánková, Martin Macaš Martin Macaš Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
U77C0008	Introduction to Cyber Security and Information Security <i>Jaroslav Bur ík</i>	ZK	3	2P+0C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security <i>Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)</i>	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=EM-T 22/23 Name=Ekonomika a management technické p edm ty od 22/23

U77E0004	Applied Materials in Technology	ZK	3
32BE-P-AMTT-01	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 Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
U77C0003	Ecology and Technology 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).	Z,ZK	3
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA	ZK	3
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.	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.			
U77C0004	Engineering Materials	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger 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 application using various means of transport.			
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger 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 application using various means of transport.			
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 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.			
U77C0006	Artificial Intelligence	Z,ZK	3
32BC-P-UMIN-01	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 22/23 PVP

Name of the group: 3.-6.s. Ekonomika a management od 22/23 povinn volitelné p edm ty v J

Requirement credits in the group:

Requirement courses in the group:

Credits in the group: 0

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BC-P-EKBZ-01	Economic Security <i>František Hebík</i>	ZK	3	1P+1C		PV
32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6	2P+2C		PV
32BC-P-INPL-01	Innovation Policies	KZ	3	2P+0C		PV
32BC-P-KAPL-01	Career Planning and Development <i>Martin Šiký, Kateřina Tomešková, Pavel Andres, Eva Šírová Martin Šiký Kateřina Tomešková (Gar.)</i>	Z	3	16B		PV
U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3	0P+2C		PV
32BC-P-RTBS-01	Retail Business	ZK	3	2P+0C		PV
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3	2P+0C		PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
U16C6106	Enterpreunership and Business Plan	Z,ZK	6	2P+2C		PV
32BC-P-PRAX-01	Internship	Z	6	180XH		PV
U00C6104	Practice	Z	6	180XH		PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
32BC-P-PRSK-01	Presentation Skills	Z	3	0P+2C		PV
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3	0P+2C		PV
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6	2P+2C		PV
32BC-P-ZAVR-01	Employee Selection Process	Z	3	24B		PV
U16C0501	Employee Selection Process	Z	3	24C		PV
32BC-P-ZPDT-01	Business Data Processing <i>Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)</i>	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=3.-6.S. EM 22/23 PVP Name=3.-6.s. Ekonomika a management od 22/23 povinn volitelné p edm ty v J

32BC-P-EKBZ-01	Economic Security	ZK	3
32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
The course focuses on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is to develop the competencies necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standards and ESG metrics, ESG reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.			

32BC-P-INPL-01	Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations 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, entrepreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. 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 (regional 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.			
32BC-P-KAPL-01	Career Planning and Development	Z	3
U63C0201	Macroeconomic Analysis	ZK	3
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-RTBS-01	Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding of its business opportunities.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
U16C6106	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAX-01	Internship	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
U00C6104	Practice	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			
32BC-P-PRSK-01	Presentation Skills	Z	3
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semester of the acad. year 2023/24, the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.			
U16C0501	Employee Selection Process	Z	3
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			

Code of the group: 4.S. EM 22/23 OZ

Name of the group: 4.s. Ekonomika a management od 22/23 oborové zaměření

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

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BC-P-DCSY-01	Tax and Customs System <i>Otakar Schlossberger</i>	Z,ZK	6	2P+2C		PV
32BC-P-MNIF-01	Management Informatics <i>Tomáš Kubálek</i>	Z,ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-MKAP-01	Marketing Applications <i>Lenka Nováková</i>	Z,ZK	6	2P+2C		PV
32BC-P-RHPV-01	Work Performance Management <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 22/23 OZ Name=4.s. Ekonomika a management od 22/23 oborové zaměření

32BC-P-DCSY-01	Tax and Customs System	Z,ZK	6
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effects with a focus on legal entities. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.			
32BC-P-MNIF-01	Management Informatics	Z,ZK	6
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MKAP-01	Marketing Applications	Z,ZK	6

32BC-P-RHPV-01	Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			

Code of the group: 5+6.S. EM 22/23 OZ

Name of the group: 5.+ 6.s. Ekonomika a management od 22/23 oborové zaměření

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

Requirement courses in the group: In this group you have to complete at least 3 courses (at most 4)

Credits in the group: 18

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BC-P-BOZP-01	Workplace Health, Safety and Fire Prevention	ZK	3	2P+0C		PV
32BC-P-DBMN-01	Design and Brand Management	ZK	3	2P+0C		PV
32BC-P-KOMD-01	Communication and Managerial Skills <i>Lenka Emrová</i>	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	Leadership and Employee Education <i>Kateřina Tomešková</i>	Z,ZK	6	2P+2C		PV
32BC-P-MNIF-01	Management Informatics <i>Tomáš Kubálek</i>	Z,ZK	6	0P+4C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations <i>Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-MKVY-01	Marketing Research <i>Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-OMAR-01	On-line Marketing <i>Ladislava Knirová</i>	Z,ZK	6	2P+2C		PV
32BC-P-OMAR-01	Online marketing	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law	ZK	3	2P+0C		PV
32BC-P-PAOS-01	Legal Aspects of Consumer Protection <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-UCCR-01	Accounting in the Czech Republic <i>Theodor Beran Theodor Beran</i>	Z,ZK	6	2P+2C		PV
32BC-P-VPRI-01	Corporate Management <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
32BC-P-ZPDT-01	Business Data Processing <i>Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)</i>	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM 22/23 OZ Name=5.+ 6.s. Ekonomika a management od 22/23 oborové zaměření

32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
32BC-P-MNIF-01	Management Informatics	Z,ZK	6
32BC-P-BOZP-01	Workplace Health, Safety and Fire Prevention	ZK	3
Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
32BC-P-DBMN-01	Design and Brand Management	ZK	3
32BC-P-KOMD-01	Communication 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 managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
32BC-P-LEAD-01	Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6

32BC-P-MKVY-01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
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 AI-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 AI-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 AI 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.			
32BC-P-OMAR-01	Online marketing	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.			
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
32BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
32BC-P-VPRI-01	Corporate Management	Z,ZK	6

Code of the group: 5+6.S.EM 22/23 PVP E

Name of the group: 5.+ 6.s. Ekonomika a management od 22/23 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BE-P-ACWR-01	Academic Writing <i>Kryštof Beták, Eva Císlarová Eva Císlarová (Gar.)</i>	KZ	3	0P+2C		PV
32BE-P-APMK-01	Applied Marketing <i>Ladislava Knirová Ladislava Knirová Ladislava Knirová (Gar.)</i>	Z,ZK	3	1P+1C		PV
U04E0202	Business Correspondence <i>Eva Císlarová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-BCOR-01	Business Correspondence <i>Eva Císlarová, Jonathan Edmund Holmes Eva Císlarová Eva Císlarová (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-CSR-01	Corporate Social Responsibility <i>Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16E0101	Corporate Social Responsibility <i>Irena Jind ichovská</i>	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking <i>Ond ej Galuška</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-CRTH-01	Critical Thinking <i>Ond ej Galuška Eva Císlarová Eva Císlarová (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management <i>Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U16E0103	Entrepreneurship and Business Plan <i>Lucia Dobrucká</i>	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan <i>Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)</i>	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
U16E0110	International Business Life <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		PV
32BE-P-INBL-01	International Business Life <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		PV
32-IPW-6	International Project Workshop <i>Vincent Blaise Montenero</i>	ZK	6	45B		PV
32BE-P-IPW1-01	International Project Workshop I. <i>Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)</i>	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. <i>Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)</i>	ZK	3	23B		PV
U16E0104	International Trade and Finance <i>Old ich Bronec</i>	Z,ZK	6	2P+2C		PV

32BE-P-RMAR-01	Marketing Research <i>Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-OMAR-01	On-line Marketing <i>Ladislava Knihová</i>	Z,ZK	6	2P+2C		PV
32BE-P-RGDP-01	Planning of Regional Development <i>Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)</i>	Z,ZK	3	1P+1C		PV
U16E0105	Political Economy of International Trade Relations <i>Helmuth Yesid Arias Gomez</i>	Z,ZK	6	2P+2C	L	PV
32BE-P-PETR-01	Political Economy of International Trade Relations <i>Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV
U04E0203	Presentation Skills <i>Anna Wagnerová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-PRSK-01	Presentation Skills <i>Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-QLMN-01	Quality Management	ZK	3	2P+0C		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3	1P+1C		PV
U63E0401	Social and Political Impacts of Modern ICT	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
32BE-P-SOCI-01	Sociology	ZK	3	2P+0C		PV
32BE-P-WEBS-01	World Economy and Business <i>Helmuth Yesid Arias Gomez</i>	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 22/23 PVP E Name=5.+ 6.s. Ekonomika a management od 22/23 povinn volitelné p edm ty v AJ

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 AI-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 AI-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 AI 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-ACWR-01	Academic Writing	KZ	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.			
32BE-P-APMK-01	Applied Marketing	Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.			
U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
32BE-P-BCOR-01	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
32BE-P-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.			
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.			
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.			

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.			
32BE-P-CCMN-01	Cross-Cultural Management	Z,ZK	6
Managing cultural diversity plays crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.			
U16E0102	Cross-Cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).			
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).			
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
U16E0110	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-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.			
32-IPW-6	International Project Workshop	ZK	6
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international project approach, assist them in answering questions that arise along the way, and capitalize on successful actions.			
32BE-P-IPW2-01	International Project Workshop II.	ZK	3
U16E0104	International Trade and Finance	Z,ZK	6
32BE-P-RMAR-01	Marketing Research	Z,ZK	6
The course focuses on the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies.			
32BE-P-RGDP-01	Planning of Regional Development	Z,ZK	3
The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.			
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed.			
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.			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal and 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-PRSK-01	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal and 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-QLMN-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.			
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
U63E0401	Social and Political Impacts of Modern ICT	ZK	3

U63E0201	Social Determinants of Global Business	ZK	3
Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings.			
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3
Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies, as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings.			
32BE-P-SOCI-01	Sociology	ZK	3
The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis on the position of the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make up the content of the study (economics, management, marketing).			
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6
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 Trade Policy and the Industrial promotion, purposely implemented by developed countries..			

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 22/23

Name of the group: 1.s. Ekonomika a management jazyky od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U04L1101	English Language 1 <i>Eva Císlarová</i>	Z	6	0P+4C	Z	J
U04L1111	English Language 1 <i>Eva Císlarová</i>	Z	6	0P+4C	Z	J

Characteristics of the courses of this group of Study Plan: Code=1.S. EM-J 22/23 Name=1.s. Ekonomika a management jazyky od 22/23

U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L1111	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			

Code of the group: 2.S. EM-J 22/23

Name of the group: 2.s. Ekonomika a management jazyky od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U04L2101	English Language 2 <i>Eva Císlarová</i>	Z	6	0P+4C	L	J
32BL-P-ENL2-02	English Language 2 <i>Radek Vít</i>	Z,ZK	6	0P+4C		J

32BL-P-ENL2-01	English Language 2 <i>Eva Císlerová</i>	Z,ZK	6	0P+4C		J
U04L2111	English Language 2 <i>Eva Císlerová</i>	Z	6	0P+4C	L	J

Characteristics of the courses of this group of Study Plan: Code=2.S. EM-J 22/23 Name=2.s. Ekonomika a management jazyky od 22/23

U04L2101	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
32BL-P-ENL2-02	English Language 2	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 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.			
32BL-P-ENL2-01	English Language 2	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 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.			
U04L2111	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			

Code of the group: 3.S. EM-J 22/23

Name of the group: 3.s. Ekonomika a management jazyky od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-02	English Language 1 <i>Eva Císlerová, Jonathan Edmund Holmes, Anna Wagnerová, Romana Janotová, Zuzana Chvatíková, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Radek Vít Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL1-01	English Language 1 <i>Kryštof Beták, Eva Císlerová, Barbora Maturová, Jana Rubešová Eva Císlerová Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
U04L3101	English Language 3 <i>Eva Císlerová</i>	Z	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 <i>Eva Císlerová, Anna Wagnerová, Barbora Maturová, Lenka Pánková, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
U04L3102	English Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
32BL-P-EN31-01	English Language 3-1 <i>Radek Vít</i>	Z	3	0P+2C		J
32BL-P-FR31-01	French Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
U04L3501	French Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
32BL-P-IT31-01	Italian Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
U04L3401	German Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
32BL-P-GE31-01	German Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1	Z	3	0P+2C		J
32BL-P-SP31-01	Spanish Language 3-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S. EM-J 22/23 Name=3.s. Ekonomika a management jazyky od 22/23

32BL-P-ENL1-02	English Language 1	Z	6
<p>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.</p>			

32BL-P-ENL1-01	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3101	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
32BL-P-ENL3-01	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3102	English Language 3-1	Z	3
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.			
32BL-P-EN31-01	English Language 3-1	Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
32BL-P-FR31-01	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A1-A2 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
U04L3501	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
32BL-P-IT31-01	Italian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the Italian language at level A1-A2 level according to CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
U04L3401	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
32BL-P-GE31-01	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
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.			
32BL-P-SP31-01	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 22/23

Name of the group: 4.s. Ekonomika a management jazyky od 22/23

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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BL-P-ENL2-01	English Language 2 <i>Eva Císlerová</i>	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 <i>Radek Vít</i>	Z,ZK	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 <i>Eva Císlerová</i>	Z,ZK	6	0P+4C		J
U04L4101	English Language 4 <i>Eva Císlerová</i>	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 <i>Eva Císlerová</i>	Z,ZK	3	0P+2C	L	J

32BL-P-EN41-01	English Language 4-1 <i>Eva Císlerová</i>	Z,ZK	3	0P+2C		J
U04L4501	French Language 4-1 <i>Eva Císlerová</i>	Z	3	0P+2C	L	J
32BL-P-FR41-01	French Language 4-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
32BL-P-IT41-01	Italian Language 4-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
32BL-P-GE41-01	German Language 4-1 <i>Eva Císlerová</i>	Z	3	0P+2C		J
U04L4401	German Language 4-1 <i>Eva Císlerová</i>	Z	3	0P+2C	L	J
32BL-P-SP41-01	Spanish Language 4-1	Z	3	0P+2C		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 22/23 Name=4.s. Ekonomika a management jazyky od 22/23

32BL-P-ENL2-02	English Language 2	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 academic 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.			
32BL-P-ENL2-01	English Language 2	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 academic 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.			
32BL-P-ENL4-01	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 academic 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.			
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 academic 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 academic 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.			
32BL-P-EN41-01	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 academic 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. The course is attended by students who combine English with a second foreign language.			
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
32BL-P-FR41-01	French Language 4-1	Z	3
32BL-P-IT41-01	Italian Language 4-1	Z	3
32BL-P-GE41-01	German Language 4-1	Z	3
U04L4401	German Language 4-1	Z	3
32BL-P-SP41-01	Spanish Language 4-1	Z	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 EXCLUSIVELY for beginners/ false beginners.			

List of courses of this pass:

Code	Name of the course	Completion	Credits
32-IPW-6	International Project Workshop	ZK	6
32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-BOZP-01	Workplace Health, Safety and Fire Prevention	ZK	3
Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
32BC-P-DBMN-01	Design and Brand Management	ZK	3

32BC-P-DCSY01	Tax and Customs System The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effects with a focus on legal entities. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.	Z,ZK	6
32BC-P-DOPT01	Transportation Technology Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger 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 application using various means of transport.	ZK	3
32BC-P-EKBZ-01	Economic Security	ZK	3
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	3
32BC-P-ESGC-01	ESG Social Competences The course focuses on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is to develop the competencies necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standards and ESG metrics, ESG reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.	Z,ZK	6
32BC-P-FIDS-01	Financial and Tax Environment 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.	ZK	3
32BC-P-INPL-01	Innovation Policies Technological, entrepreneurial, social, and institutional innovations 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, entrepreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. 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 (regional 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.	KZ	3
32BC-P-ISPR-01	Information Systems and Design 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.	ZK	3
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KOMD-01	Communication and Managerial Skills The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.	Z,ZK	6
32BC-P-LEAD-01	Leadership and Employee Education The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.	Z,ZK	6
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MACR-01	Macroeconomics	ZK	3
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIKR-02	Microeconomics The subject introduces students to the functioning of the market mechanism and the behavior of partial economic subjects. Market equilibrium is explained with respect to consumer behavior from the perspective of utility theory and producer behavior. The equilibrium of the enterprise with the impact on the market of production factors is explained on the example of cost functions.	ZK	3
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
32BC-P-MJAK-01	Quality Management 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.	ZK	3
32BC-P-MKAP-01	Marketing Applications	Z,ZK	6
32BC-P-MKVY01	Marketing Research After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.	Z,ZK	6
32BC-P-MNIF-01	Management Informatics	Z,ZK	6
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MNPS-01	Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.	Z,ZK	3
32BC-P-OMAR-01	Online marketing	Z,ZK	6

32BC-P-OPVY-01	Operational Research	Z,ZK	6
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-POFI-01	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.			
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.			
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRAX-01	Internship	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
32BC-P-PRSK-01	Presentation Skills	Z	3
32BC-P-RHPV-01	Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
32BC-P-RTBS-01	Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding of its business opportunities.			
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.			
32BC-P-STA1-01	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.			
32BC-P-STA2-01	Statistics 2	Z,ZK	6
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3
32BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
32BC-P-UDPD-01	Sustainability and Product Design	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 implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semester of the acad. year 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-ZODB-02	Fundamentals of Thesis	Z	3
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
32BC-P- LZD-01	Human Resources Management	ZK	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.			
32BE-P-ACWR-01	Academic Writing	KZ	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.			
32BE-P-AMTF-01	Applied Materials in Technology	ZK	3
32BE-P-APMK-01	Applied Marketing	Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.			
32BE-P-ARTF-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			

32BE-P-COMN-01	Cross-Cultural Management Managing cultural diversity plays crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.	Z,ZK	6
32BE-P-COSY-01	Communication Systems and Technologies Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around a kovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now? Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.	ZK	3
32BE-P-CRTH-01	Critical Thinking The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.	ZK	3
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.	Z,ZK	6
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).	Z,ZK	6
32BE-P-HRMN-01	Human Resources Management The course introduces modern principles and practices of human resource management (HRM) 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.	ZK	3
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-INBL-01	International Business Life The course looks at various cases encountered in international business to give participants examples of real-life situations, help them understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the success of international projects, linked both to technical or interpersonal problems.	Z,ZK	3
32BE-P-IPW1-01	International Project Workshop I. This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international project approach, assist them in answering questions that arise along the way, and capitalize on successful actions.	ZK	3
32BE-P-IPW2-01	International Project Workshop II.	ZK	3
32BE-P-MACR-01	Macroeconomics This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions.	ZK	3
32BE-P-MICR-02	Microeconomics	ZK	3
32BE-P-MNPS-01	Managerial Psychology	Z,ZK	3
32BE-P-OMAR-01	On-line Marketing This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on AI-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 AI-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 AI 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.	Z,ZK	6
32BE-P-PETR-01	Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be 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.	Z,ZK	6
32BE-P-PRSK-01	Presentation Skills Students will adopt main rules of verbal, nonverbal and 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.	ZK	3
32BE-P-QLMN-01	Quality Management 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.	ZK	3
32BE-P-RGDP-01	Planning of Regional Development The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European	Z,ZK	3

planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.			
32BE-P-RMAR-01	Marketing Research	Z,ZK	6
The course focuses on the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies.			
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA			
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3
Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies, as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings.			
32BE-P-SOCI-01	Sociology	ZK	3
The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis on the position of the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make up the content of the study (economics, management, marketing).			
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BE-P-WEBBS-01	World Economy and Business	Z,ZK	6
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 Trade Policy and the Industrial promotion, purposely implemented by developed countries..			
32BL-P-EN31-01	English Language 3-1	Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
32BL-P-EN41-01	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 academic 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. The course is attended by students who combine English with a second foreign language.			
32BL-P-ENL1-01	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-ENL1-02	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-ENL2-01	English Language 2	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 academic 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.			
32BL-P-ENL2-02	English Language 2	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 academic 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.			
32BL-P-ENL3-01	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
32BL-P-ENL4-01	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 academic 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.			
32BL-P-FR31-01	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A1-A2 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
32BL-P-FR41-01	French Language 4-1	Z	3
32BL-P-GE31-01	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
32BL-P-GE41-01	German Language 4-1	Z	3

32BL-P-IT31-01	Italian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the Italian language at level A1-A2 level according to CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
32BL-P-IT41-01	Italian Language 4-1	Z	3
32BL-P-SP31-01	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.			
32BL-P-SP41-01	Spanish Language 4-1	Z	3
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4104	Fundamentals of Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
U00C6104	Practice	Z	6
The classification of the subject of professional practice is based on the decision of the MÜVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÜVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
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			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
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.			
U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L1111	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L2101	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L2111	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L3101	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3102	English Language 3-1	Z	3
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.			
U04L3401	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
U04L3501	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
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.			

U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
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 academic 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 academic 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.			
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
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 EXCLUSIVELY for beginners/ false beginners.			
U16C0501	Employee Selection Process	Z	3
U16C1101	Principles of Management	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C3501	Human Resources Management	ZK	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.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			
U16C6106	Enterpreunership and Business Plan	Z,ZK	6
U16C6302	Quality Management	ZK	3
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.			
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.			
U16E0102	Cross-Cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).			
U16E0104	International Trade and Finance	Z,ZK	6
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed.			
U16E0110	International Business Life	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.			
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.			
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.			

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	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.			
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	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
U63C3201		ZK	3
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			
U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
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.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
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.			
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 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.			
U63E0201	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.			
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
U63E3201	Microeconomics	ZK	3
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.

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.			
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger 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 application using various means of transport.			
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).			
U77C0004	Engineering Materials	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
U77E0002		ZK	3
U77E0004	Applied Materials in Technology	ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3

For updated information see <http://bilakniha.cvut.cz/en/FF.html>

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