

## Study plan

**Name of study plan: B0413P050061 Ekonomika a management (OZ101 Marketing) od ZS 2023/2024**

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

Required credits: 168

Elective courses credits: 12

Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 102

The role of the block: Z

Code of the group: B0413P - PV

Name of the group: Povinné předměty B0413P050061 Ekonomika a management (profesní studijní program)

Requirement credits in the group: In this group you have to gain at least 102 credits

Requirement courses in the group: In this group you have to complete at least 24 courses

Credits in the group: 102

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	<b>Bachelor Thesis</b> <i>Otakar Schlossberger, Tomáš Sadílek, Petra Jílková, Miroslav Sponer, Matouš Machka, Dušan Maga, František Hebík, Iveta Chmielová Dalajková, Martin Šiký, ..... Tomáš Macák</i>	Z	6			Z
32BC-P-INFO-01	<b>Informatics</b> <i>Tomáš Kubálek, Michaela Seghmanová, Pavel Andres Michaela Seghmanová Tomáš Kubálek (Gar.)</i>	Z,ZK	6	0P+4C		Z
32BC-P-LOGI-01	<b>Logistics</b> <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C		Z
32BE-P-MACR-01	<b>Macroeconomics</b> <i>Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)</i>	ZK	3	2P+0C		Z
32BC-P-MACR-01	<b>Macroeconomics</b> <i>František Hebík, Petr Makovský, Theodor Beran Petr Makovský Theodor Beran (Gar.)</i>	ZK	3	2P+0C		Z
32BC-P-RTBS-01	<b>Retail Business</b> <i>Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)</i>	ZK	3	2P+0C		Z
32BC-P-TQMN-01	<b>Quality Management</b>	ZK	3	2P+0C		Z
32BC-P-MAT1-01	<b>Mathematics 1</b> <i>Nikola Kaspíková, Eliška Cézová, Leopold Herrmann Nikola Kaspíková Nikola Kaspíková (Gar.)</i>	Z,ZK	6	2P+2C		Z
32BC-P-MAT2-01	<b>Mathematics 2</b> <i>Nikola Kaspíková, Eliška Cézová, Leopold Herrmann, Jiří Nárožný Nikola Kaspíková Nikola Kaspíková (Gar.)</i>	Z,ZK	6	2P+2C		Z
32BE-P-MICR-01	<b>Microeconomics</b> <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	4	2P+1C		Z
32BC-P-MIKR-01	<b>Microeconomics</b> <i>Petr Makovský, Jaroslav Krameš, Petr Adámek Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	<b>Operational Research</b> <i>Denisa Mocková, Jiří Teichman, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)</i>	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	<b>Business Economics</b> <i>Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)</i>	Z,ZK	5	2P+1C		Z

32BC-P-PRAV-01	<b>Law</b> <i>Ji í Všeťe ka Ji í Všeťe ka Ji í Všeťe ka (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-PRX3-01	<b>Internship</b> <i>So a Cupalová So a Cupalová So a Cupalová (Gar.)</i>	Z	18	480XH		z
32BE-P-MNGP-01	<b>Principles of Management</b> <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	3	1P+1C		z
32BE-P-PMAR-01	<b>Principles of Marketing</b> <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P-PJBP-01	<b>Bachelor Thesis Project</b> <i>Petr Vym tal Petr Vym tal Petr Vym tal (Gar.)</i>	Z	2	1P+1C		z
32BC-P- LZD-01	<b>Human Resources Management</b> <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-SOCI-01	<b>Sociology</b> <i>Lucie Plzáková Lucie Plzáková Lucie Plzáková (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-STAT-01	<b>Statistics</b> <i>Tomáš Löster, Tomáš Macák, Ji í Zmatlík Tomáš Macák Tomáš Macák (Gar.)</i>	Z,ZK	6	2P+2C		z
TV1	<b>Physical Education</b>	Z	0	0+2	Z	z
TV2	<b>Physical Education</b>	Z	0	0+2	L	z
32BC-P-MNGZ-01	<b>Principles of Management</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	Z,ZK	3	1P+1C		z
32BC-P-MRKZ-01	<b>Principles of Marketing</b> <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P-ZODB-01	<b>Fundamentals of Thesis</b> <i>Petr Vym tal, Hana Úlehlová Petr Vym tal Petr Vym tal (Gar.)</i>	KZ	2	2P+0C		z
32BC-P-PMNZ-01	<b>Fundamentals of Project Management</b>	ZK	3	1P+1C		z
32BC-P-UCTO-01	<b>Basics of Accounting</b> <i>Matouš Machka, Tetiana Davydiuk, Theodor Beran Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		z

**Characteristics of the courses of this group of Study Plan: Code=B0413P - PV Name=Povinné p edm ty B0413P050061 Ekonomika a management (profesní studijní program)**

32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-LOGI-01	Logistics	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
32BC-P-MACR-01	Macroeconomics	ZK	3
32BC-P-RTBS-01	Retail Business 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.	ZK	3
32BC-P-TQMN-01	Quality Management	ZK	3
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BE-P-MICR-01	Microeconomics The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.	Z,ZK	4
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship 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 The study plans includes a 3-month long-term professional internship.	Z	18
32BE-P-MNGP-01	Principles of Management 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.	Z,ZK	3
32BE-P-PMAR-01	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	4

32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
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-SOCI-01	Sociology 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).	ZK	3
32BC-P-STAT-01	Statistics Upon successful completion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and correlation analysis, variance analysis, regression analysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students will be ready to practically use these methods in follow-up courses and practical tasks in a business environment.	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
32BC-P-MRKZ-01	Principles of Marketing Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.	Z,ZK	4
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 54

The role of the block: PV

Code of the group: B0413P - OZ101

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 101 Marketing

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

Requirement courses in the group: In this group you have to complete at least 3 courses

Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, <b>authors</b> and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-DIMA-01	<b>Digital Marketing</b> Tomáš Sadílek <b>Tomáš Sadílek</b> Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	<b>Marketing Applications</b> Lenka Nováková <b>Lenka Nováková</b> Lenka Nováková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	<b>Marketing Research</b> Lenka Nováková <b>Lenka Nováková</b> Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	<b>New Trends in Marketing Communication</b> Ladislava Kňihová <b>Ladislava Kňihová</b> Ladislava Kňihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-CRMN-01	<b>Customer Relationship Management</b> Dagmar Skokanová <b>Dagmar Skokanová</b> Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ101 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 101 Marketing

32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKVY-01	Marketing Research After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the 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-MRTR-01	New Trends in Marketing Communication The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.	Z,ZK	6
32BC-P-CRMN-01	Customer Relationship Management The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management and differentiated customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.	Z,ZK	3

Code of the group: B0413P - PVOK - AJ

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v anglickém jazyce

Requirement credits in the group: In this group you have to gain at least 12 credits (at most 0)

Requirement courses in the group: In this group you have to complete at least 2 courses

Credits in the group: 12

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-BCOR-01	<b>Business Correspondence</b> <i>Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-CSRS-01	<b>Corporate Social Responsibility</b> <i>Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	<b>Critical Thinking</b> <i>Ond ej Galuška Ond ej Galuška Ond ej Galuška (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-CCMN-01	<b>Cross-Cultural Management</b> <i>Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	<b>Entrepreneurship and Business Plan</b> <i>Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)</i>	Z,ZK	6	2P+2C		PV
Q32-6	<b>EuroTeQ 6 ECTS</b>	Z,ZK	6			PV
32BE-P-INBC-01	<b>International Business Culture</b> <i>Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	<b>International Project Workshop I.</b> <i>Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)</i>	ZK	3	22B		PV
32BE-P-IPW2-01	<b>International Project Workshop II.</b> <i>Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)</i>	ZK	3	23B		PV
32BE-P-ITRF-01	<b>International Trade and Finance</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	<b>Macroeconomics</b> <i>Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-MICR-01	<b>Microeconomics</b> <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	4	2P+1C		PV
32BE-P-PETR-02	<b>Political Economy and International Trade Relations</b> <i>Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-PRSK-01	<b>Presentation Skills</b> <i>Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.)</i>	ZK	3	0P+2C		PV
32BE-P-MNGP-01	<b>Principles of Management</b> <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BE-P-PMAR-01	<b>Principles of Marketing</b> <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	4	2P+1C		PV
32BE-P-ICTI-01	<b>Social and Political Impacts of Modern ICT</b> <i>Jan Švec Jan Švec Jan Švec (Gar.)</i>	ZK	3	1P+1C		PV
32BE-P-SDGB-02	<b>Social Determinants of Global Business</b>	ZK	6	2P+2C		PV
32BE-P-WEBS-01	<b>World Economy and Business</b> <i>Helmuth Yesid Arias Gomez</i>	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - AJ Name=Povinn volitelné p edm ty odborné kompetence B0413P050061 v anglickém jazyce**

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.			
32BE-P-MICR-01	Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.			
32BE-P-MNGP-01	Principles of Management	Z,ZK	3
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.			
32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4
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.			

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.			
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.			
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).			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
32BE-P-INBC-01	International Business Culture	Z,ZK	3
The course examines 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. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.			
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
32BE-P-IPW2-01	International Project Workshop II.	ZK	3
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders. It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad. For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment. The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance. Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions. This course is just a starting point for further study, but it is an important starting point for you at the right time. The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity.			
32BE-P-PETR-02	Political Economy and 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 registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.			
32BE-P-PRSK-01	Presentation Skills	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-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6
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 breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries..			

Code of the group: B0413P - PVOK - CJ

Name of the group: Povinná volitelné předměty odborné kompetence B0413P050061 v českém jazyce

Requirement credits in the group: In this group you have to gain at least 15 credits

Requirement courses in the group: In this group you have to complete at least 3 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
32BC-P-MOPR-01	<b>Fashion Industry Trends</b> <i>Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-BOZP-01	<b>Workplace Health, Safety and Fire Prevention</b> <i>Josef Pros Josef Pros Josef Pros (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-DSCR-01	<b>Tax System in Czechia</b> <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-DIMA-01	<b>Digital Marketing</b> <i>Tomáš Sadílek Tomáš Sadílek Tomáš Sadílek (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	<b>Economic Security</b> <i>František H ebík František H ebík František H ebík (Gar.)</i>	Z	3	0P+2C		PV
32BC-P-EKZP-01	<b>Environmental Economics</b> <i>Petr Makovský, Ond ej Kolínský Ond ej Kolínský Petr Makovský (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-ESGR-01	<b>ESG Reporting and Global Regulation</b> <i>Otakar Schlossberger, Jana Brodani Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-FIDS-02	<b>Financial and Tax Environment</b> <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	<b>Financial Analysis</b>	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	<b>Financial Accounting</b> <i>Matouš Machka, František H ebík, Theodor Beran Theodor Beran František H ebík (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	<b>Information Systems and Design</b>	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	<b>Innovation Policies</b> <i>Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.)</i>	KZ	3	2P+0C		PV
32BC-P-KAPL-01	<b>Career Planning and Development</b> <i>Martin Šiký, Kate ina Tomešková, Pavel Andres, Eva Šírová Martin Šiký Pavel Andres (Gar.)</i>	Z	3	16B		PV
32BC-P-KODO-01	<b>Communication Skills in Management Practice</b>	Z,ZK	6	2P+2C		PV
32BC-P-MACA-01	<b>Macroeconomic Analysis</b> <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-MIN2-01	<b>Business Informatics - Database Systems</b> <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-M365-01	<b>Management Informatics - Microsoft 365</b> <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-MIN3-01	<b>Business Informatics - Project Management</b> <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-MIN4-01	<b>Management Informatics - web design, ERP</b> <i>Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	ZK	6	0P+4C		PV
32BC-P-MNPS-01	<b>Managerial Psychology</b> <i>Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BC-P-MNNP-01	<b>Managerial Tools and Calculations</b> <i>Arnošt Klesla, Theodor Beran Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	<b>Marketing Applications</b> <i>Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	<b>Marketing Research</b> <i>Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	<b>New Trends in Marketing Communication</b> <i>Ladislava Knirová Ladislava Knirová Ladislava Knirová (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-POPL-01	<b>Entrepreneurship and Business Plan</b>	Z,ZK	6	2P+2C		PV
32BC-P-POFI-01	<b>Corporate Financial Management</b> <i>Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	<b>Labor Law</b> <i>Kate ina Demová Kate ina Demová Kate ina Demová (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-PAOS-01	<b>Legal Aspects of Consumer Protection</b> <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-RHPV-01	<b>Work Performance Management</b> <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-OBPR-01	<b>Business Operations Management</b> <i>Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-CRMN-01	<b>Customer Relationship Management</b> <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BC-P-TPRI-01	<b>Management Theory and Practice</b>	Z,ZK	6	2P+2C		PV
32BC-P-UCSW-01	<b>Accounting Software</b> <i>Matouš Machka Matouš Machka Matouš Machka (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-UDPD-01	<b>Sustainability and Product Design</b> <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-VZRO-01	<b>Training and Staff Development</b> <i>Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)</i>	Z,ZK	6	2P+2C		PV

32BC-P-ZAVR-01	<b>Employee Selection Process</b> <i>Iveta Chmielová Dalajková, Kateřina Tomešková Iveta Chmielová Dalajková Kateřina Tomešková (Gar.)</i>	Z	3	24B	PV
32BC-P-ZPDT-01	<b>Business Data Processing</b> <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=B0413P - PVOK - CJ Name=Povinn volitelné předměty odborné kompetence B0413P050061 v českém jazyce**

32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKVV-01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
32BC-P-MRTR-01	New Trends in Marketing Communication	Z,ZK	6
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.			
32BC-P-CRMN-01	Customer Relationship Management	Z,ZK	3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management and differentiated customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.			
32BC-P-MOPR-01	Fashion Industry Trends	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-DSCR-01	Tax System in Czechia	ZK	3
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 operation with a focus on legal entities.			
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK	6
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-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
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
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-M365-01	Management Informatics - Microsoft 365	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-MNPS-01	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.			
32BC-P-MNPN-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
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-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-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-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
32BC-P-VZRO-01	Training and Staff Development	Z,ZK	6
The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary and cross-disciplinary contexts, and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Presenting a whole range of attractive stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a closer introduction and possible understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management and HR.			
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-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: B0413P - PVT

Name of the group: Povinn volitelné technické p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

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

Requirement courses in the group: In this group you have to complete at least 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
32BE-P-AMTT-01	<b>Applied Materials in Technology</b> <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-ARTT-01	<b>Artificial Intelligence</b> <i>Martin Macaš, Olga Št pánková Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	<b>Communication Systems and Technologies</b> <i>Dušan Maga Dušan Maga Dušan Maga (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-SAPH-01	<b>Enterprise Management in SAP S/4 HANA</b> <i>Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-SAPH-01	<b>Enterprise Management in SAP S/4 HANA</b> <i>Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)</i>	ZK	3	0P+2C		PV
32BC-P-ERGO-01	<b>Ergonomics</b> <i>Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-MATP-01	<b>Applied Materials in Technology</b> <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-DOPT-01	<b>Transportation Technology</b> <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-TRST-01	<b>Transportation Technology</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-UMIN-01	<b>Artificial Intelligence</b> <i>Martin Macaš, Olga Št pánková Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	<b>Introduction to Cyber Security and Information Security</b> <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=B0413P - PVT Name=Povinn volitelné technické p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

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



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 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-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-DOPT-01	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
32BE-P-TRST-01	Transportation Technology 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.	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: B0413P - J

Name of the group: Jazyky B0413P050061 Ekonomika a management (profesní studijní program)

Requirement credits in the group: In this group you have to gain at least 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses

Credits in the group: 12

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-ENL1-01	<b>English Language 1</b> <i>Eva Císlerová, Pavel Andres, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, ..... Radek Vít Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL1-02	<b>English Language 1</b> <i>Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, ..... Radek Vít Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL2-02	<b>English Language 2</b> <i>Eva Císlerová, Radek Vít, Lenka Pánková, Barbora Maturová, Romana Janotová, Zuzana Chvatíková, Sheri Elaine Ballard Radek Vít Eva Císlerová (Gar.)</i>	Z,ZK	6	0P+4C		J
32BL-P-ENL2-01	<b>English Language 2</b> <i>Eva Císlerová, Lenka Pánková, Jana Rubešová, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard Eva Císlerová Eva Císlerová (Gar.)</i>	Z,ZK	6	0P+4C		J
32BL-P-ENL3-01	<b>English Language 3</b> <i>Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, ..... Radek Vít Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL3-02	<b>English Language 3</b> <i>Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, ..... Radek Vít Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL4-01	<b>English Language 4</b> <i>Eva Císlerová, Anna Wagnerová, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)</i>	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	<b>French Language 1</b> <i>Abigail Rejchrtová Kozlíková Eva Císlerová Abigail Rejchrtová Kozlíková (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ITL1-01	<b>Italian Language 1</b> <i>Eva Císlerová, Miroslava Ferrarová Eva Císlerová Miroslava Ferrarová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-GEL1-01	<b>German Language 1</b> <i>Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-SPL1-01	<b>Spanish Language 1</b> <i>Anna Wagnerová, Vanda Hanousková Vanda Hanousková Anna Wagnerová (Gar.)</i>	Z	6	0P+4C		J

Characteristics of the courses of this group of Study Plan: Code=B0413P - J Name=Jazyky B0413P050061 Ekonomika a management (profesní studijní program)

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-ENL2-02	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-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-ENL3-02	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-FRL1-01	French Language 1	Z	6
32BL-P-ITL1-01	Italian Language 1	Z	6
32BL-P-GEL1-01	German Language 1	Z	6
Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.			
32BL-P-SPL1-01	Spanish Language 1	Z	6
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
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-CRMN-01	Customer Relationship Management	Z,ZK	3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management and differentiated customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.			
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
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.			
32BC-P-DSCR-01	Tax System in Czechia	ZK	3
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 operation with a focus on legal entities.			
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
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.			
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6

32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK	6
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-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6
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-ISPR-02	Information Systems and Design	Z,ZK	3
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-LOGH-01	Logistics	ZK	3
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-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
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-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKY01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
32BC-P-MNMP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MNPS-01	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.			
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-MRKZ-01	Principles of Marketing	Z,ZK	4
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.			
32BC-P-MRTR-01	New Trends in Marketing Communication	Z,ZK	6
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.			
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-OPVY02	Operational Research	Z,ZK	4
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-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-POEK-01	Business Economics	Z,ZK	5
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-PRAW-01	Law	ZK	3

32BC-P-PRX3-01	Internship	Z	18
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. The study plans includes a 3-month long-term professional internship.			
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-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).			
32BC-P-STAT-01	Statistics	Z,ZK	6
Upon successful completion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and correlation analysis, variance analysis, regression analysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students will be ready to practically use these methods in follow-up courses and practical tasks in a business environment.			
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TQMN-01	Quality Management	ZK	3
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UCTO-01	Basics of Accounting	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-VZRO-01	Training and Staff Development	Z,ZK	6
The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary and cross-disciplinary contexts, and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Presenting a whole range of attractive stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a closer introduction and possible understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management and HR.			
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-01	Fundamentals of Thesis	KZ	2
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-AMTF-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-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	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.			
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
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-CSRS-01	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			

32BE-P-EBPL-01	Entrepreneurship and Business Plan	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-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-INBC-01	International Business Culture	Z,ZK	3
The course examines 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. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.			
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
32BE-P-IPW2-01	International Project Workshop II.	ZK	3
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity			
32BE-P-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.			
32BE-P-MICR-01	Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.			
32BE-P-MNGP-01	Principles of Management	Z,ZK	3
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.			
32BE-P-PETR-02	Political Economy and 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 registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.			
32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4
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.			
32BE-P-PRSK-01	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.			
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-02	Social Determinants of Global Business	ZK	6
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-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..			
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 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.	Z	6
32BL-P-ENL2-01	English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.	Z,ZK	6
32BL-P-ENL2-02	English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.	Z,ZK	6
32BL-P-ENL3-01	English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	Z	6
32BL-P-ENL3-02	English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	Z	6
32BL-P-ENL4-01	English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.	Z,ZK	6
32BL-P-FRL1-01	French Language 1	Z	6
32BL-P-GEL1-01	German Language 1 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	Z	6
32BL-P-ITL1-01	Italian Language 1	Z	6
32BL-P-SPL1-01	Spanish Language 1 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.	Z	6
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0

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

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