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 p edm ty 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-BCPR-01	Bachelor Thesis Otakar Schlossberger, Tomáš Sadílek, Petra Jílková, Miroslav Sponer, Matouš Machka, Dušan Maga, František H ebík, Iveta Chmielová Dalajková, Martin Šiký, Tomáš Macák	Z	6			Z
32BC-P-INFO-01	Informatics Tomáš Kubálek, Michaela Seghmanová, Pavel Andres Michaela Seghmanová Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		Z
32BC-P-LOGI-01	Logistics Michal Mervart Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		Z
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics František H ebík, Petr Makovský, Theodor Beran Petr Makovský Theodor Beran (Gar.)	ZK	3	2P+0C		Z
32BC-P-RTBS-01	Retail Business Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	ZK	3	2P+0C		Z
32BC-P-TQMN-01	Quality Management	ZK	3	2P+0C		Z
32BC-P-MAT1-01	Mathematics 1 Nikola Kasp iková, Eliška Cézová, Leopold Herrmann Nikola Kasp iková Nikola Kasp iková (Gar.)	Z,ZK	6	2P+2C		Z
32BC-P-MAT2-01	Mathematics 2 Nikola Kasp íková, Eliška Cézová, Leopold Herrmann, Ji í Nárožný Nikola Kasp íková Nikola Kasp íková (Gar.)	Z,ZK	6	2P+2C		Z
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-MIKR-01	Microeconomics Petr Makovský, Jaroslav Krameš, Petr Adámek Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	Operational Research Denisa Mocková, Ji í Teichman, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	Business Economics Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)	Z,ZK	5	2P+1C		Z

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

32BC-P-MACR-01 Macroeconomics	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-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	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.

	<u> </u>		
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	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 stady plans includes a 3-month long-term professional internship.

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.

32BC-P-PJBP-01	Bachelor Thesis Project	Z	2					
32BC-P- LZD-01	Human Resources Management	ZK	3					
	nodern principles and practices of human resource management in the organization, explains the key role of human resource	management in acl	nieving strategic					
objectives of the organ	objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.							
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	I structure of society	with emphasis					
on the position of the ir	dividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that m	ake up the content	of the study					
(economics, managem	ent, marketing).							
32BC-P-STAT-01	Statistics	Z,ZK	6					
Upon successful comp	etion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regressior	n and correlation ar	alysis, variance					
analysis, regression an	alysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stud	ents will be ready to	practically use					
these methods in follow	r-up courses and practical tasks in a business environment.							
TV1	Physical Education	Z	0					
TV2	Physical Education	Z	0					
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3					
32BC-P-MRKZ-01	Pripciples 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 i	ntermediate distribi	ution links,					
marketing communicat	ons, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, n	new product, and pr	oduct life cycle.					
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2					
	E L (L (D : (M)	71/						
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3					

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, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	New Trends in Marketing Communication Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová 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

Tan on Donor Coccon, for 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	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

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

32BC-P-CRMN-01 Customer Relationship Management

marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.

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.

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:

Note on the grou						
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	International Project Workshop I. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	23B		PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-PETR-02	Political Economy and International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT Jan Švec Jan Švec Jan Švec (Gar.)	ZK	3	1P+1C		PV
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6	2P+2C		PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV

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

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.

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 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 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 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. Z,ZK32BE-P-CCMN-01 Cross-Cultural Management Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members. 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). Q32-6 EuroTeQ 6 ECTS 32BE-P-INBC-01 International Business Culture Z,ZK 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 ZK 32BE-P-IPW2-01 International Project Workshop II. 3 32BE-P-ITRF-01 International Trade and Finance Z.ZK 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 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 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 ΖK 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 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 braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries..

Code of the group: B0413P - PVOK - CJ

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v eském 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)	Completion	Credits	Scope	Semester	Role
32BC-P-MOPR-01	Tutors, authors and guarantors (gar.) Fashion Industry Trends	Z,ZK	6	2P+2C		PV
32BC-P-BOZP-01	Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.) Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
	Josef Pros Josef Pros (Gar.) Tax System in Czechia					
32BC-P-DSCR-01	Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	Economic Security František H ebík František H ebík (Gar.)	Z	3	0P+2C		PV
32BC-P-EKZP-01	Environmental Economics Petr Makovský, Ond ej Kolínský Ond ej Kolínský Petr Makovský (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ESGR-01	ESG Reporting and Global Regulation Otakar Schlossberger, Jana Brodani Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-FIDS-02	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	Financial Accounting Matouš Machka, František H ebík, Theodor Beran Theodor Beran František H ebík (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	Innovation Policies Ond ej Kolínský Ond ej Kolínský (Gar.)	KZ	3	2P+0C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šiký, Kate ina Tomešková, Pavel Andres, Eva Šírová Martin Šiký Pavel Andres (Gar.)	Z	3	16B		PV
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6	2P+2C		PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský Petr Makovský (Gar.)	ZK	3	0P+2C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MNPS-01	Managerial Psychology Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	New Trends in Marketing Communication Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová (Gar.)	ZK	3	2P+0C		PV
32BC-P-PAOS-01	Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		PV
32BC-P-RHPV-01	Work Performance Management Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-OBPR-01	Business Operations Management Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C		PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3	0P+2C		PV
32BC-P-UDPD-01	Sustainability and Product Design Petra Jílková Petra Jílková Petra Jílková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-VZRO-01	Training and Staff Development Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV

2BC-P-ZAVR-01	Employee Selection Process Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z	3	24B		PV
2BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
haracteristics of the	e courses of this group of Study Plan: Code=B0413P - PVOK - C	:J Name=Po	vinn vo	litelné n e	edm tv	odborné
mpetence B0413P0	050061 v eském jazyce					
2BC-P-DIMA-01 Dig	<u> </u>				,ZK	6
2BC-P-MKAP-02 Ma	* ''				,ZK	3
2BC-P-MKVY-01 Ma	ArKeting Research , the student should be able to: 1. define the problem for the research project 2. specify	the goals and to	raot aroun a	1	,ZK	6
	echnique of solution from the used procedures and applications in the field of marketin	-				
	d in cooperation with a professional research agency from the position of a marketing m	· .				
2BC-P-MRTR-01 Ne	ew Trends in Marketing Communication			Z	,ZK	6
	dynamic evolution of marketing in connection with AI and new-age technologies, focus		approaches	s in marketing	commun	ication such a
	blockchain, multisensory marketing, hyper-personalization, and other innovative strate	gies.				
	ustomer Relationship Management		1.0		,ZK	3
	ents to the issue of customer relationship management (CRM). Attention is paid to the pagement. Students will understand how to create customer profiles based on customer s	•				
	tomer value in order to build long-term customer loyalty. The latest trends in marketing	•	•	•		s is placed off
	shion Industry Trends	arra odotornor mi	anagomoni	1	,ZK	6
	orkplace Health, Safety anf Fire Prevention				ZK	3
	of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labo	our Code. Employ	er's obligat			•
	raining. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire					
ersonal protective equipme	ent. Safety signs and signals. Technical equipment.					
2BC-P-DSCR-01 Tax	x System in Czechia				ZK	3
	e issue of the entire tax system in the Czech Republic with a focus on explaining direct	and indirect taxe	es and their	operation wit	h a focus	on legal entitie
2BC-P-EKBZ-02 Ec	onomic Security				Z	3
2BC-P-EKZP-01 En	vironmental Economics			Z	,ZK	6
	SG Reporting and Global Regulation			-	71/	_
2BC-P-ESGR-01 ES	Neporting and Global Regulation				,ZK	6
2BC-P-FIDS-02 Fir	nancial and Tax Environment			Z	,ZK	6
2BC-P-FIDS-02 Fir	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial	-		Z ions of an ad	,ZK vanced m	6 arket econom
2BC-P-FIDS-02 Fir evelopment and current state efinition of the category "fir	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior	ns. The position a	nd importar	Z ions of an ad	,ZK vanced m	6 arket econom
2BC-P-FIDS-02 Fir sevelopment and current state finition of the category "fir narket system. Tax system is	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial	ns. The position a	nd importar	Z ions of an ad nce of financia	ZK vanced m Il institutio	6 arket econom ons in the curre
2BC-P-FIDS-02 Fir evelopment and current sta efinition of the category "fir arket system. Tax system i 2BC-P-FIAN-01 Fir	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis	ns. The position a	nd importar	Zions of an ad	,ZK vanced m il institutio	6 arket econom ons in the curre
2BC-P-FIDS-02 Fire evelopment and current state efinition of the category "fire arket system. Tax system i 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire evelopment and current state.	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting	ns. The position a	nd importar	Zions of an ad nce of financia	,ZK vanced m al institutio ,ZK ,ZK	6 arket economons in the curre 6
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevarket system. Tax system in 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire 2BC-P-ISPR-02 Inference of Firevelopment in the system i	nancial and Tax Environment tate of scientific knowledge in the field of management of financial institutions, financial trancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial trancial Analysis trancial Accounting formation Systems and Design	ns. The position a	nd importar	Z ions of an ad nce of financia Z Z	,ZK vanced m il institutio ,ZK ,ZK ,ZK	6 arket economins in the currence 6 6 3
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevelopment arket system in 2BC-P-FIAN-01 Firevelopment arket system in 2BC-P-FIUC-01 Firevelopment arket system in 2BC-P-INPR-02 Infection and in the system in the sy	nancial and Tax Environment tate of scientific knowledge in the field of management of financial institutions, financial mancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial mancial Analysis mancial Accounting formation Systems and Design movation Policies	ns. The position a cases and calcu	nd importar lations.	Z Z Z	,ZK vanced m al institutio ,ZK ,ZK ,ZK ,ZK	6 arket econom ons in the curre 6 6 3 3
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevelopment arket system. Tax system is 2BC-P-FIAN-01 Firevelopment arket system. Tax system is 2BC-P-FIUC-01 Firevelopment arket system. Tax system is 2BC-P-FIUC-01 Infectonological, entrepreneur	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu	ns. The position a cases and calcu	nd importar lations.	Z ions of an ad oce of financia Z Z Z I I Itions. The ab	,ZK vanced m al institutio ,ZK ,ZK ,ZK ,ZK ,ZK	6 arket economins in the curre 6 6 3 3 ovate depend
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevelopment arket system. Tax system in 2BC-P-FIAN-01 Firevelopment arket system. Tax system in 2BC-P-ISPR-02 Infectional Infection and Infection and Infection and Infection are supported by the street are supported by the	nancial and Tax Environment tate of scientific knowledge in the field of management of financial institutions, financial mancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial mancial Analysis mancial Accounting formation Systems and Design movation Policies	ns. The position a cases and calcu cases and calcu ickly changing ex cirit. Policy framin	nd importar lations. deternal conc g offers a n	Z ions of an ad oce of financia Z Z Z I litions. The about more fle	,ZK vanced m il institutio ,ZK ,ZK ,ZK ,ZK ,ZI vility to inn xible, yet	6 arket economins in the curre 6 6 3 3 ovate dependalso vital, poin
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevelopment arket system. Tax system is 2BC-P-FIAN-01 Firevelopment and the company of the company	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian-	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad nce of financia Z Z I litions. The ab nuch more fle nent, and pric nd quality of I	vanced mal institution ZK ZK ZK ZK ZK ZK Zillity to innovible, yet soritization	6 arket econom ons in the curre 6 6 3 ovate dependalso vital, poin of results. The
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firevelopment streefinition of the category and current streefinition of the category and current streefinition of the category and current streefinition of the category in	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix betitiveness and regional development (smart specialization), societal missions (Marian- ind tensions among those approaches so innovation policies at both national and local lie	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad noce of financia Z Z Z Illitions. The ab nuch more fle nent, and pric nd quality of I results.	ZK vanced mall institution ZK ZK ZK ZK ZZ illity to innable, yet a pritization ife (region	6 arket economins in the curre 6 6 3 avovate dependials ovital, poin of results. The all value theorem
2BC-P-FIDS-02 Firely evelopment and current state efinition of the category "firely arket system. Tax system is 2BC-P-FIAN-01 Firely 2BC-P-INPL-01 Infect produced in the result of the composition of the	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix netitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local for	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad ace of financia Z Z Z Iditions. The ab auch more fle nent, and pric nd quality of I results.	ZK vanced mall institution ZK ZK ZK ZK ZZ valitity to innakible, yet a viritization of the (region	6 arket econom ons in the curre 6 6 3 3 ovate depend also vital, poin of results. The al value theor
2BC-P-FIDS-02 Firely evelopment and current state efinition of the category "firely arket system. Tax system is 2BC-P-FIAN-01 Firely 2BC-P-INPL-01 Infect produced in the result of the composition of the	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix betitiveness and regional development (smart specialization), societal missions (Marian- ind tensions among those approaches so innovation policies at both national and local lie	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad ace of financia Z Z Z Iditions. The ab auch more fle nent, and pric nd quality of I results.	ZK vanced mall institution ZK ZK ZK ZK ZZ illity to innable, yet a pritization ife (region	6 arket economins in the curre 6 6 3 avovate dependials ovital, poin of results. The all value theorem
2BC-P-FIDS-02 Firevelopment and current state finition of the category "firevelopment arket system. Tax system is 2BC-P-FIAN-01 Firevelopment and provided in the category of	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix netitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local for	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad nce of financia Z Z Z Illitions. The ab nuch more fle nent, and pric nd quality of I results.	ZK vanced m al institution ZK ZK ZK ZK ZK ZG Valifity to innexible, yet a pritization if (region Z ZK ZK ZK ZK	6 arket econom ons in the curre 6 6 3 3 ovate depend also vital, poin of results. The al value theor
2BC-P-FIDS-02 Firevelopment and current state finition of the category "firevelopment and current state finition of the category "firevelopment and category "firevelopment and category "firevelopment and category and category "firevelopment and category and categor	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institutior in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix betitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formmunication Skills in Management Practice	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad nce of financia Z Z Z Illitions. The ab nuch more fle ment, and pric nd quality of I results. Z	ZK vanced m al institution ZK ZK ZK ZK ZZ iiility to inn xible, yet a britization ife (region Z ZK ZK ZK	6 arket economins in the curre 6 6 3 3 avovate dependials vital, poin of results. The all value theor
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firearket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Firechnological, entrepreneur a number of slow-to-chart intervention. This entails eater can aim to foster comparer are both synergies and 2BC-P-KAPL-01 CaebC-P-KAPL-01 CaebC-P-KAPL-	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formmunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad nce of financia Z Z Z Illitions. The ab nuch more fle ment, and pric nd quality of I results. Z	ZK vanced m al institution ZK ZK ZK ZK ZK ZG Valifity to innexible, yet a pritization if (region Z ZK ZK ZK ZK	6 arket economins in the curre 6 6 3 3 ovate dependalso vital, poir of results. The all value theor 3 6 3
2BC-P-FIDS-02 Firevelopment and current streefinition of the category "firearket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Firechnological, entrepreneur a number of slow-to-chart intervention. This entails eater can aim to foster comparer are both synergies and 2BC-P-KAPL-01 CaebC-P-KAPL-01 CaebC-P-KAPL-	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local le arceer Planning and Development formmunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z ions of an ad nce of financia Z Z Z Illitions. The abnuch more fle ment, and pric nd quality of I results.	ZK vanced m al institution ZK ZK ZK ZK ZZ iiility to inn xible, yet a britization ife (region Z ZK ZK ZK	6 arket economins in the curre 6 6 3 3 ovate dependials o vital, poir of results. The all value theor 3 6 3 6
2BC-P-FIDS-02 Firevelopment and current streen streen finition of the category "firevelopment and current streen finition of the category "firevelopment and current streen and current streen and current streen and current streen stre	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formmunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z Z Z I I I I I I I I I I I I I I I I I	ZK vanced mal institution ZK ZK ZK ZK ZZK ZZ illity to inn xible, yet a pritization ife (region Z ZK ZK ZK ZK ZK	6 arket economins in the curre 6 6 3 3 ovate dependials o vital, poir of results. The all value theorems 3 6 3 6 6 6
2BC-P-FIDS-02 Fire evelopment and current state of inition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire 2BC-P-INPL-01 Infect of intervention. This entails eatter can aim to foster comparer are both synergies and 2BC-P-KAPL-01 Capper System in the comparer and intervention. The comparer are both synergies and 2BC-P-KAPL-01 Capper System in the comparer and intervention. The comparer are both synergies and 2BC-P-KAPL-01 Capper System in the comparer are both synergies and 2BC-P-MOD-01 Capper System in the comparer are both synergies and 2BC-P-MOD-01 Capper System in the comparer are both synergies and 2BC-P-MOD-01 Capper System in the comparer are both synergies and 2BC-P-MIN2-01 Buth 2BC-P-MIN3-01 Buth 2BC-P-MIN3-01 Buth 2BC-P-MIN3-01 Buth 2BC-P-MIN3-01 Magnetic system in the comparer are system.	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local le areer Planning and Development formmunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management	ickly changing expirit. Policy framing model), regulated a Mazzucato) or	nd importar lations. Atternal conce og offers a nory environr wellbeing a	Z Z Z Z Ilitions. The about the more flement, and price and quality of I results.	ZK vanced mal institution ZK ZK ZK ZK ZK ZIK ZZ iility to innotation ziritzation for (region Z ZK ZK ZK ZK ZK ZK ZK ZK ZK	6 arket economins in the curre 6 6 3 avoyate dependent also vital, poir of results. The all value theorems 3 6 3 6 6 6 6
2BC-P-FIDS-02 Fire evelopment and current state of inition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire 2BC-P-INPL-01 Interchnological, entrepreneur in a number of slow-to-char intervention. This entails etter can aim to foster comparer are both synergies and 2BC-P-KAPL-01 Cate 2BC-P-MIN2-01 Mate 2BC-P-MIN3-01 But 2BC-P-MIN3-01 But 2BC-P-MIN3-01 Mate subject acquaints with to the system of the category and the category	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix neutitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formmunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagerial Psychology the basics of contemporary conception of psychology and its application in managerial	ickly changing expirit. Policy framing model), regulate a Mazzucato) or evel can bring ve	nd importar lations. Atternal conc ing offers a nory environ wellbeing a ry different	Z ions of an ad ace of financia Z Z Z Iditions. The ab auch more fle ment, and pric and quality of I results. Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	ZK vanced mal institution ZK ,ZK ,ZK ,ZK ,ZK KZ validity to innexible, yet oritization of (region) Z ,ZK ZK Z	6 arket economins in the curre 6 6 3 3 ovate dependents ovital, poir of results. The all value theorems as 6 6 6 6 6 6 6 7 3 6 6 7 6 7 6 7 7 7 8 7 8 8 9 8 9 9 9 9 9 9 9 9 9 9 9
2BC-P-FIDS-02 Fire evelopment and current state of inition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire 2BC-P-INPL-01 Interpretation of slow-to-charm in a number of slow-to-charm intervention. This entails exter can aim to foster comparer are both synergies and 2BC-P-KAPL-01 Cate 2BC-P-KAPL-01 Cate 2BC-P-MIN2-01 Mate 2BC-P-MIN3-01 But 2BC-P-MIN3-01 Mate subject acquaints with thich are used to recognize	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix netitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man	ickly changing expirit. Policy framing model), regulate a Mazzucato) or evel can bring very practice. It allows agerial practice a	nd importar lations. Atternal concurrence of offers a nory environr wellbeing a ry different s to get a locand personr	Z ions of an ad ace of financia Z Z Z Iditions. The ab auch more fle ment, and pric and quality of I results. Z Z Z Z Iditions. The ab auch more fle ment, and pric and quality of I results.	ZK vanced m il institution ZK ,ZK ,ZK ,ZK KZ valitity to innovible, yet oritization iffe (region Z ,ZK ZK Z	6 arket economins in the curre 6 6 3 3 avovate dependalso vital, poir of results. The all value theor 3 6 6 6 6 6 6 6 7 3 7 8 8 8 8 8 8 8 8 8 8 8 8 9 9 9 9 9 9 9
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and provided and the category and the c	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix neutitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man ality of the manager, they will get acquainted with the basic concepts of personality psych	ickly changing expirit. Policy framing model), regulate a Mazzucato) or evel can bring verifice. It allows agerial practice a ology. They will be	nd importar lations. Atternal concurrence of goffers a nory environr wellbeing a ry different s to get a locand personrecome acque	Z ions of an ad ace of financia Z Z Z Iditions. The ab auch more fle nent, and pric nd quality of I results. Z Z Z Z A A A A A A A A A A A A A A A	ZK vanced mal institution ZK ZK ZK ZK ZK ZZ iility to innoxible, yet a pritization of (region Z Z ZK	6 arket economins in the curre 6 6 3 3 ovate dependalso vital, poir of results. The all value theorems as 6 6 6 6 6 6 6 6 0 0 greychology will understan lity prerequisity prerequisity are current as 1.
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Firevelopment and current state of the category arket system. Tax system is 2BC-P-FIUC-01 Firevelopment and provided in the composition of the category and th	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix neutritiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagement Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man ality of the manager, they will get acquainted with the basic concepts of personality psych tance for successful performance of managerial activities, with psychic functions and pr	practice. It allows agerial practice a ology. They will be occesses applied	nd importar lations. Atternal concessor goffers a nory environr wellbeing a ry different as to get a locand personrecome acquir performir	Z ions of an ad ace of financia Z Z Z Iditions. The ab act of a price of the price	ZK vanced mal institution ZK ZK ZK ZK ZK ZZK ZZ iility to innexible, yet a continuation Z Z ZK	6 arket economins in the curre 6 6 3 3 ovate dependents oval, poir of results. The all value theorems as 6 6 6 6 6 6 6 0 sof psychology will understan ality prerequisits. Developments
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and provided and the composition of the category	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix neutitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man ality of the manager, they will get acquainted with the basic concepts of personality psych	practice. It allows agerial practice a ology. They will be occesses applied mental periods, p	nd importar lations. Atternal concurrence of goffers a nory environr wellbeing a ry different s to get a locand personrecome acquire performir personality presonality preso	ions of an ad acce of financial ince of the ince	ZK vanced mall institution ZK ZK ZK ZK ZK ZZK ZZ iility to innoxible, yet a pritization of (region) Z Z ZK	6 arket economins in the curre 6 6 3 3 ovate dependence also vital, poir of results. The all value theorem and the current and the current all value theorem and clarifying the color of the current and clarifying the current and clarifying the current and color of the current and clarifying the current and current an
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and provided and provided and current and	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix netitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local la areer Planning and Development formunication Skills in Management Practice facroeconomic Analysis resiness Informatics - Database Systems fanagement Informatics - Microsoft 365 resiness Informatics - Project Management fanagement Informatics - web design, ERP fanagerial Psychology the basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man ality of the manager, they will get acquainted with the basic concepts of personality psych tance for successful performance of managerial activities, with psychic functions and pr rinciples of human development and psychological characteristics of selected developr	practice. It allows agerial practice a ology. They will be ocesses applied mental periods, p I thinking - it allows a least of the control of	atternal concept of the second and personal to personality pays them to I	Z ions of an ad ace of financia Z Z Iditions. The ab action and price and quality of I results. Z Z Z Iditions. The action and price and quality of I results. Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	ZK vanced mall institution ZK ZK ZK ZK ZK ZZK ZZ iility to innocible, yet a continuation of the continuati	6 arket economins in the curre 6 6 3 3 ovate dependence also vital, poir of results. The all value theorem as a few section of psychology will understanulity prerequisity. Development of clarifying the ior, behavior of the conomins of th
2BC-P-FIDS-02 Fire evelopment and current state efinition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-FIUC-01 Fire 2BC-P-INPL-01 Infect and intervention. This entails ester can aim to foster comparer are both synergies and 2BC-P-KAPL-01 Carbon 2BC-P-KAPL-01 Carbon 2BC-P-MIN2-01 Burger Polyment and the system of the subject acquaints with thich are used to recognize e importance of the person managers and their importance of the person managers and dynamics of person deper contexts. Students were seper contexts. Students with the system of the subject acquaints with the person managers and their importance of the person managers and social phenoments are person carbon and social phenoments are person of the subject acquaints with the sub	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix petitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems fanagement Informatics - Microsoft 365 usiness Informatics - Project Management fanagement Informatics - web design, ERP fanagement Informatics - web design, ERP fanagerial Psychology for the manager, they will get acquainted with the basic concepts of personality psych tance for successful performance of managerial activities, with psychic functions and pr frinciples of human development and psychological characteristics of selected develop for successful performance of managerial activities, with psychic functions and pr frinciples of human development and psychological characteristics of selected develop for successful performance of managerial activities, with psychic functions and pr frinciples of human development and psychological characteristics of selected develop for successful performance of managerial activities, with psychic functions and pr frinciples of human development and psychological characteristics of selected develop for successful performance of managerial activities, with psychic functions and pr frinciples of human development an	practice. It allows agerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial managerial and managerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial manage	atternal concept of the second and personal to personality parts them to I and people ement of other second and second an	Z ions of an ad ince of financia Z Z Z Iditions. The ab inch more fle ment, and pric ind quality of I results. Z Z Z A A A A A A A A A A A A A A A A	ZK vanced mall institution ZK ZK ZK ZK ZK ZZK ZZ iility to innexible, yet a continuation of the following the fol	6 arket economins in the curre 6 6 3 3 ovate dependence also vital, poir of results. The all value theorem as a few section of psychology will understanulity prerequisity prerequisity. Development of clarifying the ior, behavior of and put them all tife situation.
2BC-P-FIDS-02 Fire evelopment and current state efinition of the category "fire arket system. Tax system is 2BC-P-FIAN-01 Fire 2BC-P-INPL-01 Infect and in the course will also point outper for an anumber of slow-to-chard intervention. This entails effect can aim to foster compare are both synergies and 2BC-P-KAPL-01 Cast 2BC-P-KAPL-01 Cast 2BC-P-MIN2-01 Mast 2BC-P-MIN3-01 Bust 2BC-P-MIN3-01 Bust 2BC-P-MIN3-01 Mast 2BC-P-MIN4-01	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix eletitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local lea ereer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man lality of the manager, they will get acquainted with the basic concepts of personality psychic tance for successful performance of managerial activities, with psychic functions and pr rrinciples of human development and psychological characteristics of selected develop ersonality. Social psychology will acquaint students with the way of socio-psychology so that rill also be guided to self-knowledge and self-awareness as a basis for the self-manager ut the workload and ways of its elimination, as well as problematic phenomena of the w	practice. It allows agerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial managerial and managerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial manage	atternal concept of the second and personal to personality parts them to I and people ement of other second and second an	ions of an ad acce of financia ice of financia	ZK vanced m il institution ZK	6 arket economins in the curre 6 6 3 3 ovate dependials vital, point of results. The all value theory 3 6 6 6 6 6 6 3 of psychology will understan allity prerequisity prerequisity. Development of clarifying the ior, behavior of and put them all the situation mout, etc.
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and system in a particular state of the composition of the category and t	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting ormation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix electriveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local leareer Planning and Development formunication Skills in Management Practice acroeconomic Analysis risiness Informatics - Database Systems anagement Informatics - Microsoft 365 risiness Informatics - Project Management anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man ality of the manager, they will get acquainted with the basic concepts of personality psych tance for successful performance of managerial activities, with psychic functions and pr rinciples of human development and psychological characteristics of selected develop rersonality. Social psychology will acquaint students with the way of socio-psychology so that fill also be guided to self-knowledge and self-awareness as a basis for the self-manager at the workload and ways of its elimination, as well as problematic phenomena of the w anagerial Tools and Calculations	practice. It allows agerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial managerial and managerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial manage	atternal concept of the second and personal to personality parts them to I and people ement of other second and second an	ions of an ad acce of financial ice of the ice	ZK vanced m il institution ZK	6 arket economins in the curre 6 6 3 3 ovate dependials vital, point of results. The all value theory 3 6 6 6 6 6 6 6 3 of psychology will understan allity prerequisits. Development of clarifying the ior, behavior of and put them ult life situation mout, etc.
2BC-P-FIDS-02 Firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and current state efinition of the category "firevelopment and part of the category of the c	nancial and Tax Environment ate of scientific knowledge in the field of management of financial institutions, financial nancial institutions". Classification of financial institutions. Typology of financial institution in the Czech Republic, system and classification of taxes. Orientation in basic financial nancial Analysis nancial Accounting formation Systems and Design novation Policies ial, social, and institutional innovations are a key factor helping societies to adapt to qu nge factors like education, institutional quality, research infrastructure, entrpreneurial sp ensuring good communication channels between various sectors (triple/quadruple helix eletitiveness and regional development (smart specialization), societal missions (Marian and tensions among those approaches so innovation policies at both national and local lea ereer Planning and Development formunication Skills in Management Practice acroeconomic Analysis usiness Informatics - Database Systems anagement Informatics - Microsoft 365 usiness Informatics - Project Management anagement Informatics - web design, ERP anagerial Psychology he basics of contemporary conception of psychology and its application in managerial and assess other people. Students will be introduced to the role of psychology in man lality of the manager, they will get acquainted with the basic concepts of personality psychic tance for successful performance of managerial activities, with psychic functions and pr rrinciples of human development and psychological characteristics of selected develop ersonality. Social psychology will acquaint students with the way of socio-psychology so that rill also be guided to self-knowledge and self-awareness as a basis for the self-manager ut the workload and ways of its elimination, as well as problematic phenomena of the w	practice. It allows agerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial managerial and managerial practice a ology. They will be ocesses applied mental periods, plethinking - it allows they can underst ment and managerial manage	atternal concept of the second and personal to personality parts them to I and people ement of other second and second an	ions of an ad acce of financial ince ince ince ince ince ince ince ince	ZK vanced m il institution ZK	6 arket economins in the curre 6 6 3 3 ovate dependence also vital, point of results. The all value theore all value theorem all value th

Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.

ZK

3

maximize wealth for shareholders.

32BC-P-PRAP-01 Labor Law

32BC-P-PAOS-01 Legal Aspects of Consumer Protection

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

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

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

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:

TTO OTT THE GLOC	Name of the course / Name of the group of courses					
Code	(in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-ERGO-01	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3	2P+0C		PV
32BC-P-MATP-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
32BC-P-DOPT-01	Transportation Technology Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology Old ich Bronec Old ich Bronec (Gar.)	ZK	3	2P+0C		PV
32BC-P-UMIN-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ik Jaroslav Bur ik Jaroslav Bur ik (Gar.)	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=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	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 pro	vides students with	knowledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.		
32BC-P-ERGO-01 Ergonomics	ZK	3
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic re	quirements for wor	king while sitting,
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environ	ment, as well as p	reventing health
issues caused by prolonged passive sitting in poorly adjusted conditions.		
32BC-P-MATP-01 Applied Materials in Technology	ZK	3
32BC-P-DOPT-01 Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, on	anisation of traffic	in each transport
mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using	various means of t	ransport.
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 introd	uces students to the	e basic problems
and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage	ment and/or econor	nics.
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)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-01	Tutors, authors and guarantors (gar.) English Language 1 Eva Císlerová, Pavel Andres, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-02	English Language 1 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Radek Vít, Lenka Pánková, Barbora Maturová, Romana Janotová, Zuzana Chvatíková, Sheri Elaine Ballard Radek Vít Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová, Lenka Pánková, Jana Rubešová, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL3-02	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 Eva Císlerová, Anna Wagnerová, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	French Language 1 Abigail Rejchrtová Kozlíková Eva Císlerová Abigail Rejchrtová Kozlíková (Gar.)	Z	6	0P+4C		J
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Miroslava Ferrarová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-SPL1-01	Spanish Language 1 Anna Wagnerová, Vanda Hanousková Vanda Hanousková Anna Wagnerová (Gar.)	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 gi	rammar. 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 gran	nmar. 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 gu	rammar. 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 gran	nmar. 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.	e. reading, writing, sp	beaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on st	rengthening and imp	proving 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.	e. reading, writing, sp	beaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on st	rengthening and imp	proving 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 gu	rammar. 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 gran	nmar. 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 grant and studies.	rammar. The course	focuses on
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gradeveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening	rammar. The course	focuses on
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gu developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	rammar. The course	focuses on
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gradeveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening	rammar. The course	focuses on
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as good developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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.	rammar. The course y and improving gran Z,ZK e. reading, writing, sp	focuses on nmar. All 6 Deaking and
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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. listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st	rammar. The course y and improving gran Z,ZK e. reading, writing, sp	focuses on nmar. All 6 Deaking and
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as good developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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.	rammar. The course y and improving gran Z,ZK e. reading, writing, sp	focuses on nmar. All 6 Deaking and
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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. listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st	rammar. The course y and improving gran Z,ZK e. reading, writing, sp	focuses on nmar. All 6 Deaking and
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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 listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.	zammar. The course y and improving gran Z,ZK p. reading, writing, sprengthening and imp	focuses on nmar. All 6 Deaking and proving grammar
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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 listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st 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	zammar. The course y and improving gran Z,ZK e. reading, writing, sprengthening and imp	focuses on nmar. All 6 peaking and proving grammar
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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 listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st 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 32BL-P-ITL1-01 Italian Language 1	Z,ZK e. reading, writing, sprengthening and improving grant z,ZK c. reading, writing, sprengthening and imp	focuses on nmar. All 6 peaking and proving grammar 6 6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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. listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st 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 32BL-P-ITL1-01 Italian Language 1 32BL-P-GEL1-01 German Language 1 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	Z,ZK e. reading, writing, sprengthening and improving grant z,ZK c. reading, writing, sprengthening and imp	focuses on nmar. All 6 peaking and proving grammar 6 6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as guideveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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. listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st 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 32BL-P-GEL1-01 Italian Language 1 32BL-P-GEL1-01 German Language 1	Z,ZK a. reading, writing, sprengthening and imp Z Z Z Z Z	focuses on nmar. All 6 peaking and proving grammar 6 6 6 6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as greater developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening 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 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. listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on st 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 32BL-P-GEL1-01 Italian Language 1 32BL-P-GEL1-01 German Language 1 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening. 32BL-P-SPL1-01 Spanish Language 1	Z,ZK . reading, writing, sprengthening and imp Z Z Z Z FR: speaking, readi	focuses on nmar. All 6 peaking and proving grammar 6 6 6 6

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 anf Fire Prevention	ZK	3
Basic legislation in t	the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Em	ployee rights and	obligations.
Risk prevention. Er	nployee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protectic	n Act. Occupation	al hygiene.
	Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-CRMN-01	Customer Relationship Management	Z,ZK	3
The course introduc	ces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	lanagement and di	fferentiated
customer relationsh	hip management. Students will understand how to create customer profiles based on customer segmentation and identify key custo	mers. 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	ent are introduced.	
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transp	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolog	iic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of tr	ansport.
32BC-P-DSCR-01	Tax System in Czechia	ZK	3
The course is focuse	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	n with a focus on le	gal 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 a	acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic require	ments 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	t, as well as preve	nting 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 ar	,	_
•	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of finan		-
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcu	llations.	
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-INPL-01		KZ	3
	repreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The		ate depends
on a number of slo	w-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more	e flexible, yet alse	o vital, point
of intervention. Th	s entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and	d prioritization of	results. The
	ter competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality		alue theory)
	ere are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very diff		
2BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
2BC-P-KAPL-01	Career Planning and Development	Z	3
32BCP-KODO-01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-LOGI-01	Logistics	ZK	3
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
2BC-P-MACA-01	Macroeconomic Analysis	ZK	3
2BC-P-MACR-01	Macroeconomics	ZK	3
2BC-P-MAT1-01	Mathematics 1	Z,ZK	6
2BC-P-MAT2-01	Mathematics 2	Z,ZK	6
2BC-P-MATP-01	Applied Materials in Technology	ZK	3
2BC-P-MIKR-01	Microeconomics	Z,ZK	4
2BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
2BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
2BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
2BC-P-MKAP-02	Marketing Applications	Z,ZK	3
2BC-P-MKVY-01		Z,ZK	6
	Marketing Research he course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the res	•	_
	ethod and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to		
	problems independently and in cooperation with a professional research agency from the position of a marketing manager.		o 1000a.o
2BC-P-MNGZ-01	Principles of Management	7 71/	
		Z.ZK	3
	·	Z,ZK 7 7K	6
2BCP-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
2BC-P-MNNP-01 2BC-P-MNPS-01	Managerial Tools and Calculations Managerial Psychology	Z,ZK Z,ZK	6
2BCP-MNP-01 2BCP-MNPS-01 The subject acqua	Managerial Tools and Calculations	Z,ZK Z,ZK dern methods of	6 3 psychology,
2BC-P-MNP-01 2BC-P-MNPS-01 The subject acqua which are used to	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern and the process of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern and the process of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern and the process of the process of contemporary conception of psychology and its application in managerial practice.	Z,ZK Z,ZK dern methods of gement. They will	6 3 psychology, understand
2BCP-MNP-01 2BCP-MNPS-01 The subject acqua which are used to be importance of the	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mode recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice.	Z,ZK Z,ZK dern methods of gement. They will h the personality	6 3 psychology, understand prerequisites
2BCP-MNNP-01 2BCP-MNPS-01 The subject acqua which are used to ne importance of the f managers and the	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mode recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managere personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. De	6 3 psychology, understand prerequisites evelopmenta
2BCP-MNP-01 2BCP-MNPS-01 The subject acqua which are used to ne importance of the f managers and the psychology introdus structure and dyna	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities of selected developmental periods, personality psychological characteristics of selected developmental periods, personality psychological psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the	Z,ZK Z,ZK dern methods of gement. They will h the personality prial functions. Degy will focus on ceir own behavior,	6 3 psychology, understand prerequisites evelopmenta larifying the behavior of
2BCP-MNPS-01 2BCP-MNPS-01 The subject acqua which are used to the importance of the f managers and the psychology introdus tructure and dyna thers and social p	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial epersonality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities of selected developmental periods, personality psychologicals characteristics of selected developmental periods, personality psychological psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social be	Z,ZK Z,ZK dern methods of gement. They will h the personality prial functions. Degy will focus on ceir own behavior, ehavior more and	6 3 psychology, understand prerequisites evelopmental arifying the behavior of d put them in
2BCP-MNPS-01 2BCP-MNPS-01 The subject acqua which are used to the importance of the f managers and the psychology introdus tructure and dyna thers and social p eeper contexts. St	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personnel properties of personality psychology. They will become acquainted with the importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial personality psychological characteristics of selected developmental periods, personality psychological properties of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe	Z,ZK Z,ZK dern methods of gement. They will h the personality erial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult li	6 3 psychology, understand prerequisites evelopmental arifying the behavior of d put them in fe situations
2BCP-MNP-01 2BCP-MNPS-01 The subject acqua which are used to the importance of the formanagers and the cost of the cost of the cost of the cost of the tructure and dyna thers and social p the course will	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at most recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personnality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espeals opoint out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbined.	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, bur	6 3 psychology, understand prerequisite: evelopmenta larifying the behavior of d put them in fe situations mout, etc.
2BC-P-MNP-01 2BC-P-MNPS-01 The subject acqual which are used to be importance of the managers and the psychology introductructure and dynathers and social peper contexts. State course will 2BC-P-MOPR-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at most recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage are personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage access the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbi Fashion Industry Trends	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK	6 3 psychology, understand prerequisite: evelopmental larifying the behavior of d put them in fe situations nout, etc. 6
2BC-P-MNP-01 2BC-P-MNPS-01 The subject acqua which are used to the importance of the formangers and the osychology introduct tructure and dyna thers and social p eeper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRKZ-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice. It allows to get a look at more recognize and assess of personality of the managerial practice. It allows to get a look at more recognize and passess of personality psychology. They will become acquainted with their importance for successful personnel personnel personnel managerial practice. It allows to get a look at more recognize and assess application in managerial practice. It allows to get a look at more recognize and personnel managerial practice. It allows to get a look at more recognize and personnel managerial practice. It allows to get a look at more recognize and personnel managerial practice. It allows to get a look at more recognize and seption of psychology in managerial practice. It allows to get a look at more recognize and seption in managerial practice. It allows to get a look at more recognized and seption in managerial practice and personnel managerial p	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK	6 3 psychology, understand prerequisite: evelopmental larifying the behavior of diput them in fe situations nout, etc. 6 4
2BCP-MNNP-01 2BCP-MNPS-01 The subject acqua which are used to the importance of the formangers and the osychology introduct tructure and dyna thers and social p eeper contexts. St The course will 2BCP-MOPR-01 Students who ta	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice. It allows to get a look at more recognize and assess of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial practice. It allows to get a look at more recognized psychology and and processes applied in performing managerial practice. It allows to get a look at more recognized and personnel managerial practice. It allows to get a look at more recognized practice. It allows to get a look at more recognized psychology in managerial practice. It allows to get a look at more recognized and personnel managerial practice. It allows the more recognized and personnel managerial practice and personnel managerial	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Degy will focus on comparison of the personality in difficult living, bossing, burn Z,ZK Z,ZK ermediate distributions.	6 3 psychology, understand prerequisite: evelopmental larifying the behavior of diput them in fe situations nout, etc. 6 4 ttion links,
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acqua which are used to the importance of the f managers and the osychology introdustructure and dyna thers and social p eeper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRKZ-01 Students who ta marketing communications.	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with personality psychology in managerial practice and personnel managerial practice. It allows the managerial practice and personnel managerial practice and personnel managerial practice. It allows to get a look at more recognized and passes of personality psychology. They will become acquainted with expensional processes applied in personnel managerial practice. It allows to get a look at more recognized and personnel managerial practice. It allows to get a look at more recognized and personnel managerial practice. It allows the managerial practice. It allows to get a look at more recognized and personnel managerial practice. It allows the more recognized and personnel managerial practice. It allows the more recognized and personnel managerial practice. It allows the more recognized and personnel managerial practice and personnel managerial practice. It allows the more recognized and personnel managerial practice and pe	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on ceign with focus on ceign w	6 3 psychology, understand prerequisites evelopmental larifying the behavior of d put them in fe situations nout, etc. 6 4 tition links, uct life cycle
2BCP-MNNP-01 2BC-P-MNPS-01 The subject acqua which are used to be importance of the managers and the subject acqua which are used to be importance of the managers and the subject acquain tructure and dyna thers and social p eper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRKZ-01 Students who ta marketing communi 2BC-P-MRTR-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice. It allows the managerial practice and personnel managerial practice and personnel managerial practice. It allows to get a look at more recognize and assess of personality psychology. They will become acquainted with epersonality psychology in managerial practice. It allows the managerial practice and personnel managerial practice and	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Degy will focus on ceign own behavior more ancially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributed to Z,ZK Z,ZK	6 3 psychology, understance prerequisite evelopmental larifying the behavior of d put them in fe situations nout, etc. 6 4 tition links, uct life cycle 6
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acqual which are used to e importance of the managers and the psychology introductructure and dynathers and social perper contexts. State ourse will 2BC-P-MOPR-01 Students who tale in arketing communications.	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personnel personal processes applied in performing managerial personal performance of managerial activities, with psychic functions and processes applied in performing managerial personal personality. Social performance of managerial activities, with psychic functions and processes applied in performing managerial practice. It allows to get a look at most recognized to successive personality psychology. They will become acquainted with the personality psychology processes applied in personality psychology. They will become acquainted with the personality psychology psychology. They will become acquainted with the psychology psychology psychology. They will become acquainted with the personality psychology processes applied in personality psychology. They will become acquainted with the basic concepts of psychology psychology. They will become acquainted with the psychology psychology psychology. They will become acquainted with the basic concepts of psychology psychologis. They will become acquainted with the basic conce	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Degy will focus on ceign own behavior more ancially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributed to Z,ZK Z,ZK	6 3 psychology, understance prerequisite evelopmental larifying the behavior of d put them in fe situations nout, etc. 6 4 tition links, uct life cycle 6
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to e importance of the amangers and the psychology introductructure and dynamics and social propers contexts. St. The course will 2BC-P-MRKZ-01 Students who tale interesting communications are setting communications.	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbiting principles of Marketing Rethe marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelegications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new properties of Marketing Communication More Trends in Marketing Communication and on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on community of the personality in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributed to the country of the personal transfer of the person	6 3 psychology, understance prerequisite evelopmental arifying the behavior of d put them in fe situations mout, etc. 6 4 tition links, act life cycle 6 tion such as
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to the importance of the managers and the psychology introdu- tructure and dyna- thers and social preper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRKZ-01 Students who ta tarketing communications 2BC-P-MRTR-01 The course is based	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manager personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial periods, personality psychology access the principles of human development and psychological characteristics of selected developmental periods, personality psychology managerial periods, personality psychology access the principles of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the managerial practice and personality psychology. Pripciples of Marketing Rethe marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelections, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new principles of Marketing Communication New Trends in Marketing Communication, and other innovative strategies. Business Operations	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributional coduct, and product, and product, and communical Z,ZK	6 3 psychology, understance prerequisite evelopmental arifying the behavior of d put them i fe situations mout, etc. 6 4 tition links, act life cycle 6 tion such as
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to e importance of the managers and the psychology introdu- itructure and dyna- thers and social preper contexts. St The course will 2BC-P-MOPR-01 Students who ta marketing communicate course is base 2BC-P-OBPR-01 2BC-P-OPV-02	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manager personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychological periods, personality psychology of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social by udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelections, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new propertions, new trends in marketing, market segmentation, marketing Communication New Trends in Marketing Communication do not the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributional coduct, and product, and product, and communical Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	6 3 psychology, understand prerequisite evelopmental arifying the behavior of diput them in the situations mout, etc. 6 4 tition links, act life cycle 6 tion such as
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to e importance of the managers and the posychology introdu- tructure and dyna- thers and social preper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRTR-01 The course is base 2BC-P-OBPR-01 2BC-P-OPVY-02 2BC-P-PAOS-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology in personality psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelections, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new problematic products of marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operational Research Legal Aspects of Consumer Protection	Z,ZK Z,ZK dern methods of gement. They will he the personality brial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK crmediate distributeduct, and product, and product, and product, and communication communication communication z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	6 3 psychology, understand prerequisite evelopmental arifying the behavior of a put them in the situations mout, etc. 6 4 tition links, act life cycle 6 tion such as 6 4 3
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquare which are used to e importance of the managers and the sychology introdu- tructure and dyna- hers and social preper contexts. St The course will 2BC-P-MOPR-01 2BC-P-MRTR-01 The course is base 2BC-P-OBPR-01 2BC-P-OPVY-02 2BC-P-PAOS-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage is personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with irring in managerial practice and personnel manager is rimportance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology miles of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of interior including, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new problematic products of marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. **Business Operations Management** **Operational Research** **Legal Aspects of Consumer Protection** **nonsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. En	Z,ZK Z,ZK dern methods of gement. They will he the personality brial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK crmediate distributeduct, and product, and product, and product, and communication communication communication z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	psychology understand prerequisite evelopments arifying the behavior of put them if fe situations nout, etc. 6 4 tition links, act life cycle 6 4 3
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquathich are used to be importance of the managers and the sychology introductive and social perper contexts. St. The course will 2BC-P-MRKZ-01 Students who tal arketing community	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage e personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology mices of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelections, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new propertions of the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Encodes of ethics as one of the	Z,ZK Z,ZK dern methods of gement. They will he personality brial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK symediate distributeduct, and product, and product, and groduct, and communicated Z,ZK Z,ZK Eting communicated Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	6 3 psychology understand prerequisite evelopmenta arrifying the behavior of put them i fe situations nout, etc. 6 4 tition links, act life cycle 6 4 3 nportance of
BCP-MNP-01 BCP-MNPS-01 he subject acqua hich are used to e importance of the managers and the sychology introdu tructure and dyna hers and social p exper contexts. St The course will BCP-MRKZ-01 Students who ta arketing commun BCP-MRTR-01 he course is base BCP-OBPR-01 BCP-PAOS-01 asic information o	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage representably personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social by udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especials opinit out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelications, new trends in marketing, market segmentation, marketing Communication New Trends in Marketing Communication In on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in market marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operational Research Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Er codes of ethics as one of the preventive tools for	Z,ZK Z,ZK dern methods of gement. They will he the personality brial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributeduct, and product, and product, and product, and product, and communication communication. Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	6 3 psychology understand prerequisite evelopmenta arifying the behavior of gut them i fe situations nout, etc. 6 4 tition links, act life cycle 6 tion such as 6 4 3 nportance of
BCP-MNPO1 BCP-MNPSO1 he subject acqua hich are used to e importance of the managers and the sychology introductructure and dyna hers and social preper contexts. Standore will BCP-MOPRO1 BCP-MRKZ01 Students who ta arketing commun BCP-MRTR-01 he course is base BCP-OBPR-01 BCP-OPVY02 BCP-PVOS-01 asic information of BBC-P-PJBP-01 BCCP-PMRZ-01	Managerial Tools and Calculations Managerial Psychology Intists with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at moc recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnell manage personnality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uces the principles of human development and psychological characteristics of selected developmental periods, personality psychologimics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social be udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing priciples of Marketing Fashion Industry Trends Pripciples of Marketing Retermine the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inteleations, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new provided in the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in market marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to	Z,ZK Z,ZK dern methods of gement. They will he the personality brial functions. Degy will focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK ermediate distributed communication commu	6 3 psychology understand prerequisite evelopmental larifying the behavior o d put them i fe situations nout, etc. 6 4 tition links, lact life cycle 6 tion such as 6 4 3 Inportance o
BCP-MNP-01 BCP-MNPS-01 hich are used to be importance of the importance and dynamics and social propers and social propers contexts. St. The course will BCP-MOPR-01 BCP-MRKZ-01 Students who tale arketing community are in base in formation of the course is base in base in formation of the course in base in formation of the	Managerial Tools and Calculations Managerial Psychology Intists with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnell manage personnality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the introduced to the role of psychology. They will become acquainted with the introduced to the role of psychology. They will become acquainted with the pasic concepts of personality psychology. They will become acquainted with the pasic concepts of personality psychology. They will become acquainted with the principles of human development and psychological characteristics of selected developmental periods, personality psychology in the psychology of personality. Social psychology will acquaint students with the way of socio-psychology so that they can understand people's social be undents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing priciples of Marketing Pripciples of Marketing Pripciples of Marketing Ret the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of interications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new princeton in the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in market marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection In consumer protection in	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on community of the personality or and product,	6 3 psychology, understand prerequisite evelopmental arifying the behavior of diput them if fe situations mout, etc. 6 4 4 tition links, act life cycle 6 4 3 nportance of
2BC-P-MNNP-01 2BC-P-MNPS-01 2BC-P-MNPS-01 2BC-P-MNPS-01 2BC-P-MNPS-01 2BC-P-MNPS-01 2BC-P-MRKZ-01 2BC-P-MRKZ-01 2BC-P-MRTR-01 2BC-P-MNZ-01 2BC-P-MNZ-01 2BC-P-PMNZ-01 2BC-P-PMNZ-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mor recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology entries of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing also provided to self-knowledge and self-awareness as a basis for the self-management of others, espe also point out the working environment such as mobbing and provided to self-knowledge and self-awareness as a basis for the self-management of the working environment such as mobbing and provided to self-knowledge and self-awareness as a basis for the self-management of the worki	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on comment of the personal focus of the persona	6 3 psychology understand prerequisite evelopmenta larifying the behavior o d put them i fe situations nout, etc. 6 4 tion links, uct life cycle 6 tion such as 6 4 3 nportance o
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acqual which are used to e importance of the managers and the personal subject and social personal subject and sub	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage be personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychologics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social be udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble Fashion Industry Trends Pripciples of Marketing We the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new provided on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in fi	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on comment of the personality erial functions on comment of the personal focus of the perso	6 3 psychology understand prerequisite evelopmental arifying the behavior o d put them i fe situations nout, etc. 6 4 4 tion links, act life cycle 6 tion such as 6 4 3 nportance o 5 6 6 isis. The mai
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to e importance of the importance of the syschology introductructure and dynamics and social perper contexts. St. The course will 2BC-P-MRKZ-01 Students who tall arketing communication and social perper contexts. St. The course will 2BC-P-MRKZ-01 Students who tall arketing communication communication in the course is based 2BC-P-OBPR-01 2BC-P-OBPR-01 2BC-P-PNS-01 2BC-P-PNS-01 2BC-P-PNS-01 2BC-P-PNS-01 2BC-P-PNS-01 2BC-P-PNS-01 2BC-P-PNS-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mor recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage in personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espealaso point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing also point out the workload and ways of its elimination. Trends Pripciples of Marketing We the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new provided on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operational Research Legal Aspects of Consumer Protection In consumer protection in general, interpretation of legislation from general to special, incl. consume	Z,ZK Z,ZK dern methods of gement. They will he the personality erial functions. Degy will focus on comment of the personality erial functions on comment of the personal focus of the perso	6 3 psychology understand prerequisite evelopmental arifying the behavior o d put them i fe situations nout, etc. 6 4 4 tion links, act life cycle 6 tion such as 6 4 3 nportance o 5 6 6 isis. The mai
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acquary which are used to the importance of	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage is personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uces the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social by udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble Fashion Industry Trends Pripciples of Marketing Ret the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intecations, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new provided in the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operational Research Legal Aspects of Consumer Protection n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Encod	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK Z,ZK strediate distributed distrib	6 3 psychology, understand prerequisite evelopmental arifying the behavior of the put them if the situations mout, etc. 6 4 tition links, act life cycle 6 tion such as a specific control of the put them if the situations mout, etc. 6 4 3 nportance of the put the
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acqua which are used to be importance of the formal of the properties of the pro	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uces the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especials point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble fashion Industry Trends Pripciples of Marketing Pripciples of Marketing Ret the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of interior in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new propertions of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing and the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection and	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burned, and product, and	6 3 psychology, understand prerequisite evelopmental larifying the behavior of the put them is fe situations mout, etc. 6 4 tion links, act life cycle 6 tion such as a superior of the put them is fe situations mout, etc. 6 4 3 nportance of the put them is fe situation such as a such as a superior of the put them is fe situation such as a superior of the put them is fer the put th
2BC-P-MNNP-01 2BC-P-MNPS-01 The subject acqua which are used to be importance of the formal of the properties of the pro	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage is personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uses the principles of human development and psychological characteristics of selected developmental periods, personality psychology mices of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social by duents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espeals opoint out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing as a basis of the self-management and management of others, espeals opoint out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing as processes, and the working environment such as mobbing as processes, and the working environment such as mobbing as processes, and the working environment such as mobbing as a passis for the self-management of others, espeals opinitively and the working environment such as mobbing as a positive processes and the working environment such as mobbing as a positive processes and processes are allowed and ways of its elimination, and as a positive processes and processes are processed as a positive processed and self-management and processed as a positive processed and self-man	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burn Z,ZK Z,ZK Z,ZK strediate distributed distrib	6 3 psychology, understand prerequisite evelopmental arifying the behavior of the put them if the situations mout, etc. 6 4 tition links, act life cycle 6 tion such as a specific control of the put them if the situations mout, etc. 6 4 3 nportance of the put the
2BC-P-MNP-01 2BC-P-MNPS-01 The subject acqua which are used to the importance of the formal psychology introdus structure and dyna thers and social p eeper contexts. St The course will 2BC-P-MOPR-01 Students who ta the course is base 2BC-P-OBPR-01	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manage uces the principles of human development and psychological characteristics of selected developmental periods, personality psychology mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the henomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especials point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble fashion Industry Trends Pripciples of Marketing Pripciples of Marketing Ret the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of interior in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new propertions of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing and the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection and	Z,ZK Z,ZK dern methods of gement. They will he the personality brial focus on ceir own behavior, ehavior more and cially in difficult ling, bossing, burned, and product, and	6 3 psychology, understance prerequisite evelopmental arifying the behavior of diput them in fe situations mout, etc. 6 4 tition links, act life cycle 6 tion such as 6 4 3 nportance compared to the present of the pre

32BC-P-PRX3-01	Internship	Ζ	18
	of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity	-	_
,	/S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stady		-
	long-term professional internship.		
2BC-P-RHPV-01	Work Performance Management	Z,ZK	6
	ed on the development of managerial skills in performance management in the organization. Through lectures and seminars, students		ve strategies
policies and prac	ctices for efficient performance management in the organization and the main tasks of managers in various activities related to perform	nance managen	nent in the
	organization.		
2BC-P-RTBS-01	Retail Business	ZK	3
he course introduc	ces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding	of its business of	pportunities
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the cou	urse is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides		nowledge of
	fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HA		
2BC-P-SOCI-01		ZK	3
	s on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social struc		1.5
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	of the study
ODC D CTATOA	(economics, management, marketing).	7 71/	6
2BC-P-STAT-01		Z,ZK	6
•	empletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and a nanalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students we	-	
rialysis, regression	these methods in follow-up courses and practical tasks in a business environment.	ill be ready to p	ractically us
2BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
2BC-P-TQMN-01	Quality Management	ZK	3
2BCP-UCSW01	Accounting Software	ZK	3
2BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
2BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
2BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
2BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
2BC-P-VZRO-01	Training and Staff Development	Z,ZK	6
he subject is intend	ded to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary an	d cross-disciplin	-
	me it should serve to better understand the relationship between management and leadership of people in an organization. Presenting		
timuli within the tea	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clo	ser introduction	and possible
timuli within the tea underst	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clo tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana	ser introduction agement and HR	and possible
stimuli within the tea understa 32BC-P-ZAVR-01	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process	ser introduction agement and HR Z	and possible
stimuli within the tea understa 32BC-P-ZAVR-01 The course is imple	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process emented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledges	eser introduction agement and HR Z e, but most impo	and possible 3 rtantly, unde
timuli within the tea understa 32BC-P-ZAVR-01 The course is implest the guidance of exp	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process In the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectation.	oser introduction agement and HR Z e, but most imposective of the apple	and possible 3 rtantly, unde
timuli within the tea understa 32BC-P-ZAVR-01 The course is implest the guidance of exp	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process emented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledges	oser introduction agement and HR Z e, but most imposective of the apple	and possible 3 rtantly, unde
timuli within the tea underst: 22BC-P-ZAVR-01 the course is impleine guidance of exponentation of the course of exponentation.	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of managements of the second strength of the professional competences of future specialists in the field of managements of the second strength of the field of managements of the second strength of the second strengt	oser introduction agement and HR Z e, but most imposective of the apple	and possible 3 rtantly, unde
timuli within the tea underst: 32BC-P-ZAVR-01 The course is imple the guidance of exprompany. In the cou	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manaemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis	ser introduction agement and HR Z e, but most impo active of the appl ter of the acad. y	and possible 3 rtantly, unde icant and the rear 2023/24
timuli within the tea understs 32BC-P-ZAVR-01 The course is impler the guidance of exponental in the course sompany. In the course 32BC-P-ZODB-01	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manary and the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing	ser introduction agement and HR Z e, but most impo ective of the appl ter of the acad. y KZ Z,ZK	and possible and possible and possible arrantly, unde icant and the year 2023/24
timuli within the tea understs 32BC-P-ZAVR-01 The course is impler the guidance of exponental in the course sompany. In the course 32BC-P-ZODB-01	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manaemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis	ser introduction agement and HR Z e, but most impo ective of the appl ter of the acad. y KZ Z,ZK	and possible and possible and possible arrantly, unde icant and the year 2023/24
timuli within the tea understa 2BC-P-ZAVR-01 The course is implemented by the course of exponence of exponence of exponence of the course of t	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manaremented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables.	ser introduction agement and HR Z e, but most impo ective of the appl ter of the acad. y KZ Z,ZK s and dimensions	and possible 3 rtantly, unde icant and the rear 2023/24
timuli within the tea understand within the tea understand with the course is implemented by the course is implemented by the course is implemented by the course with the course within the course within the course with the course within the cours	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manaemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge errts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables.	ser introduction agement and HR Z e, but most imposective of the applier of the acad. y KZ Z,ZK s and dimension:	and possible and possible and possible artantly, unde icant and the rear 2023/24 2 6 s design and
timuli within the tea understand within the tea understand with the course is implemented by the course of exprompany. In the course in the course in the course introduction with the course in t	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manarements of the selection process emented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management	e, but most impo ective of the acad. y KZ Z,ZK and dimension: ZK gement in achie	and possible and possible and possible artantly, unde icant and the rear 2023/24 2 6 s design and 3 ving strategie
timuli within the tea understand understand with the course is implemented by the course of expression of the course in the course in the course introduction objectives of the course introduction in the course in the course introduction in the course introduction in the course introduction in the course in th	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manaremented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management tes modern principles and practices of human resource management in the organization, explains the key role of human resource management.	e, but most impo ective of the acad. y KZ Z,ZK and dimension: ZK gement in achie	and possible and possible and possible artantly, unde icant and the rear 2023/24 2 6 s design and 3 ving strategie
timuli within the tea understa 2BC-P-ZAVR-01 he course is imple ne guidance of explompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 Design of primary s 2BC-P- LZD-01 he course introduc objectives of	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manal temployee Selection Process Imployee Selection Process Imployee Sele	ser introduction agement and HR Z e, but most impo active of the appl ter of the acad. y KZ Z,ZK s and dimensions ZK gement in achie the market econo	and possible and possible artantly, unde icant and the rear 2023/24 2 6 s design and 3 ving strategic bryy. 3
timuli within the tea understanderst	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management of the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management sees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence	e, but most imposed ive of the acad. y KZ Z, but most imposed ive of the application of the acad. y KZ Z,ZK and dimensions ZK gement in achies the market economics	and possible and possible and possible artantly, under icant and the rear 2023/24 2 6 s design and aving strategionmy.
timuli within the tea understanderst	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management of the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management sees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence	sser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK gement in achies the market econo ZK Z,ZK Z,ZK	and possible and possible and possible and possible and the rear 2023/24 2
timuli within the tea understanderst	acking of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clost tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of managemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge tests, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management sees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK gement in achie the market econo ZK Z,ZK acidate or upper-	and possible and possible and possible and possible and the rear 2023/24 2
timuli within the tea understa 2BC-P-ZAVR-01 he course is implement guidance of exprompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 Design of primary sobjectives objectives object	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manal management of the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Les modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more desisions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	and possible and possible and possible and possible and the rear 2023/24 2
timuli within the tea understa 2BC-P-ZAVR-01 he course is implement guidance of exprompany. In the course is implement guidance of exprompany. In the course introduct objectives object	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manal Employee Selection Process emented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management ses modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence see to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication.	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 aving strategiony. 3 3 intermediate guage areas elves clearly.
timuli within the tea understa 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 2BC-P-ZPDT-01 2BC-P-ZPDT-01 course introductory objectives 2BE-P-AMTT-01 2BE-P-BCOR-01 che aim of the course evel, and consists of cuch as fixed expres	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management sees modern principles and practices of human resource management in the organization, explains the key role of human resource mana of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication.	ser introduction agement and HR Z Z, s, but most imposed ter of the appliter of the acad. y KZ Z,ZK s and dimensions ZK Z,ZK Lediate or upperconventional lands, express thems incation Z,ZK	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 aving strategiony. 3 3 intermediate guage areas elves clearly.
timuli within the tea understa 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 2BC-P-ZPDT-01 Design of primary so 2BC-P-LZD-01 The course introductory objectives of the course 2BE-P-AMIT-01 2BE-P-BCOR-01 The aim of the course out as fixed expression out as fixed expressio	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of manatematical management of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management of the summer series and applying for job positions from the perspectives, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management ses modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in E	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK gement in achies the market economic ZK ZK sediate or upperconventional lands, express thems inication Z,ZK different background and HR Z K different background significant services and the market economic z,ZK different background significant services and the second second services and the second	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 aving strategiony. 3 3 intermediate guage areas elves clearly 6 bunds in the
timuli within the tea understa 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the courage is impleine guidance of exprompany. In the courage is a second of the course introduce objectives ob	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mana Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge errs, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspectives will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management The organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more it sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication between representatives of difference would and doing	ser introduction agement and HR Z Z, a, but most impositive of the appliter of the acad. y KZ Z,ZK and dimensions ZK ZK gement in achier the market economic ZK ZK set acidate or upperconventional lands, express thems incation Z,ZK different backgrot t national culture.	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 ving strategiony. 3 3 intermediate guage areas elves clearly 6 bunds in the es and could strategical strategions.
timuli within the tea understa 2BC-P-ZAVR-01 The course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 32BC-P-ZPDT-01 Design of primary states of the course introduce objectives of the course of the co	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process Imployee S	ser introduction agement and HR Z Z, a, but most impositive of the appliter of the acad. y KZ Z,ZK and dimensions ZK ZK ZK ZK ZK ZK ZK ZK Seconventional lands, express thems incation Z,ZK different backgrot t national culture deeper knowledged.	and possible and possible and possible and possible and the rear 2023/24 2
timuli within the tea understa 2BC-P-ZAVR-01 The course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 22BC-P-ZPDT-01 22BC-P-ZPDT-01 The course introductory objectives of the course introductory objectives of the course of the cou	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge betts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communates of correspondence. Cross-Cultural Management Cross-Cult	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK gement in achies the market economic ZK ZK section and the market economic z, ZK different backgrot t national culture deeper knowledgion members.	and possible and possible and possible and possible and the rear 2023/24 2
imuli within the tea underst: 2BC-P-ZAVR-01 he course is impleite guidance of exponence of exp	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Eas modern principles and practices of human resource management in the organization, explains the key role of human resource manage of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rise to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The cours	ser introduction agement and HR Z Z, s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions ZK ZK gement in achies the market economic ZK ZK septiment of the market of the ma	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 a sintermediate guage areas elives clearly 6 bunds in the less and could ge about how.
timuli within the tea underst: 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course is impleine guidance of exprompany. In the course introduce objectives of the course introduce objectives of the aim of the course introduce out as fixed expressional managing cultural pusiness world. Knue considered one coultus 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01 2BE-P-COSY01	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge betts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Best modern principles and practices of human resource management in the organization, explains the key role of human resource manage of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communications, sentence structures, linking words, preposi	sper introduction agement and HR Z Z, sp., but most impose trive of the appliter of the acad. y KZ Z,ZK specifies and dimensions and dimensions are trivers and different background trivers are trivers and trivers and trivers and trivers are trivers and trivers and trivers are trivers and trivers and trivers are trivers and trivers and trivers and trivers and trivers are trivers and trivers and trivers are trivers and trivers and trivers and trivers are trivers and trivers and trivers and trivers are trivers and trivers and trivers and trivers and trivers are trivers and trivers and trivers and trivers are trivers and trivers and trivers and trivers are trivers and trivers are trivers and trivers are trivers and trivers are trivers and trivers and trivers are trivers and trivers are trivers and trivers and trivers are trivers are trivers are trivers and trivers are trivers and trivers are trivers and trivers are trivers are trivers and trivers are trivers are trivers are trivers and trivers are trivers are trivers and trivers are trivers are trivers are trivers are trivers are trivers and trivers are trivers are trive	and possible and possible and possible and possible and the rear 2023/24 and and the rear 2023/24 and
timuli within the tea understa 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 Design of primary some solution of the course introduce objectives and the course of th	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clostanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process menented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge ents, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management be smodern principles and practices of human resource management in the organization, explains the key role of human resource managed the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human res	sper introduction agement and HR Z Z, sp., but most impose trive of the appliter of the acad. y KZ Z,ZK specifies and dimensions and dimensions are trivers and different background trivers are trivers and culture deeper knowledgion members. ZK ZK -solving skills. The solving skills. The capital specifies and trivers are trivers and trivers and trivers are trivers and trivers are trivers and trivers and trivers are trivers are trivers and trivers are trivers and trivers are trivers and trivers are trivers are trivers and trivers are trivers are trivers and trivers are trivers and trivers are trivers are trivers are trivers are trivers and trivers are trivers are trivers are trivers are trivers and trivers are trivers	and possible and possible and possible and possible and the rear 2023/24 and and the rear 2023/24 and
timuli within the tea underst: 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course is impleine guidance of exprompany. In the course introduce objectives of the course of the	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process Employee Selection Process Employee Selection Process Employee Selection Process Immented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge berts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspense will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing System database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Designees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Applied Materials in Technology Artificial Intelligence Business Correspondence set to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language pra	ser introduction agement and HR Z Z, s, but most impose titive of the appliter of the acad. y KZ Z,ZK s and dimensions and dimensions are market economic ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 syring strategic omy. 3 3 3 intermediate guage areas relives clearly eleves clearly eleves and could ge about how a shrough the freasoned
timuli within the tea understa 2BC-P-ZAVR-01 he course is impleine guidance of exprompany. In the course 2BC-P-ZODB-01 2BC-P-ZPDT-01 2BC-P-ZPDT-01 Design of primary some solution objectives of the course introduce objectives of the course of the c	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clotanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process menented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge berts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspense will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management sees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness	ser introduction agement and HR Z Z, s, but most impose tive of the appliter of the acad. y KZ Z,ZK s and dimensions and dimensions are the market economic ZK Z,ZK section and the market economic Z,ZK are the market economic Z,ZK different background to action members. ZK ZK -solving skills. The in the practice or guage skills device the solving skills device the solving skills are the solving skills device the skill skill device	and possible. 3 reantly, under icant and the rear 2023/24 2 6 6 s design and 3 serious strategic omy. 3 3 3 intermediate guage areas relives clearly estand could ge about how a some of reasoned reloped in this strategic of the reasoned reloped reloped reloped in this strategic of the reasoned reloped reloped reloped reloped reloped reloped reloped reloped relop
timuli within the tea understa 2BC-P-ZAVR-01 The course is impleine guidance of expression and prilate in the course in the course introduce objectives in the course objectives in the course objectives in the course objective in	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clo tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspe urse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Human Resources Management Applied Materials in Technology Artificial Intelligence Business Correspondence Rusiness Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interest of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices mand their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commun Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differen of the core competencies of a successful manager in the global environment. The course is open to students of	ser introduction agement and HR Z Z s, but most impose tieve of the appliter of the acad. y KZ Z,ZK s and dimensions and dimensions are the market economic ZK Z,ZK seldiate or upperconventional lands, express thems nication Z,ZK different background to national culture deeper knowledgion members. ZK ZK -solving skills. The in the practice or guage skills device.	and possible and possible and possible and possible and the rear 2023/24 and and the rear 2023/24 and
stimuli within the tear understate under understate understate understate understate understate understate understate understate understate under understate understate understate understate understate understate understate understa	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clo tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process Implication of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspe use will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation of decision making purposes and results reporting using pivot charts and tables. Human Resources Management Human Resources Management Applied Materials in Technology Artificial Intelligence Business Correspondence set to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions of language prac	ser introduction agement and HR Z Z, s, but most impose title of the appliter of the acad. y KZ Z,ZK s and dimensions and dimensions are the market economic ZK Z,ZK section and dimensions are the market economic ZK Z,ZK and different background and the section members. ZK ZK as a colving skills. The in the practice or guage skills device explanation of the section	and possible and possible and possible and and the rear 2023/24 2
timuli within the tear understate	aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clo tanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mane Employee Selection Process mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge perts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspe urse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management Human Resources Management Applied Materials in Technology Artificial Intelligence Business Correspondence Rusiness Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interest of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices mand their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commun Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differen of the core competencies of a successful manager in the global environment. The course is open to students of	ser introduction agement and HR Z Z s, but most impositive of the appliter of the acad. y KZ Z,ZK s and dimensions the market economic ZK Z,ZK seldiate or upperconventional lands, express thems nication Z,ZK different backgrot the national culture deeper knowledgion members. ZK ZK -solving skills. This in the practice or guage skills device x,ZK explanation of the g standards. It in the g standards. It in the g standards.	and possible and possible and possible and and the rear 2023/24 and and the rear 2023/24 and

22BE-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 b		ect and use
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, and the feasibilit	T .	
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 who train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threa		
projects, linked to technical or interpersonal problems.	terrifie success or in	iterriationa
22BE-P-IPW1-01 International Project Workshop I.	ZK	3
22BE-P-IPW2-01 International Project Workshop II.	ZK	3
22BE-P-ITRF-01 International Trade and Finance	Z,ZK	6
Ve 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		_
ou 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 it		
but also special training for working in an international environment The issue of international business and management is very extensive and compl		
nosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without se	-	
s practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and	•	
22BE-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 des	1	
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity	-	-
he 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		
economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the far		-
ncluding the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course ha sessions.	s only lectures and r	no exercise
22BE-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	1 ' 1	-
out also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer ba		-
he effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For how	useholds, it is about	maximizin
he total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an envi		•
the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Somet	mes it is an efficient	allocation
of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.	7.71/	
Principles of Management Anagement is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and co	Z,ZK	3 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 position		
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,		
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 econ	omic fields at the un	iversity.
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 to	-	
olicy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the imp		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as divers		
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 corporations, and the policies of protectionism or free trade.	•	•
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed cou-	ntries.	
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	•	
echniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and de pricing, distribution and communication.	cisions in the areas	of product
22BE-P-PRSK-01 Presentation Skills	ZK	3
Education Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in		
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cours	•	
upper-intermediate level.		
22BE-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		wledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4		
Social Determinants of Global Business	ZK	6
Transportation Technology The source serves as a technical extension of the Installation of account and management at identic in this case in the field of transport this tendence.	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 and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management, and concepts of this field.		-
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	1 1	
instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly	=	
= ' ' ' ' ' '	,	
Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several top	in supplying new pro	
ousiness will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends		on the links
ousiness will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The	e course will focus o	not of
ousiness will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection	ne course will focus on the course will focus on the course trade. A	
business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the India.	ne course will focus on the course will focus on the course trade. A	
business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indian implemented by developed countries	ne course will focus on the course will focus on the course of the cours	rposely
business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the India.	ne course will focus on the course will focus on the course will focus on the course of the course o	rposely 6
ousiness will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indian implemented by developed countries English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grandeveloping language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening	ne course will focus on the course will focus on the course focus of the course focus	rposely 6 cuses on
ousiness will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indian implemented by developed countries S2BL-P-ENL1-01 English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grant.	ne course will focus on the course will focus on the course focus of the course focus	rposely 6 cuses on

32BL-P-ENL1-02	English Language 1	Z	6
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course for	ocuses on
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
, ,	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		
32BL-P-ENL2-01	English Language 2	Z,ZK	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re-	ading, writing, spe	aking and
stening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvi	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
32BL-P-ENL2-02	English Language 2	Z,ZK	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re-	ading, writing, spe	aking and
stening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvi	ng grammar.
ı	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
2BL-P-ENL3-01	English Language 3	Z	6
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course for	cuses on
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.	
2BL-P-ENL3-02	English Language 3	Z	6
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course for	cuses on
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.	
2BL-P-ENL4-01	English Language 4	Z,ZK	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spe	aking and
stening, on unders	standing and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength	ening and improvi	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
2BL-P-FRL1-01	French Language 1	Z	6
2BL-P-GEL1-01	German Language 1	Z	6
	Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.		•
32BL-P-ITL1-01	Italian Language 1	Z	6
2BL-P-SPL1-01	Spanish Language 1	Z	6
he course is suita	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	beaking, reading, I	istening and
riting. Students wi	ill 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.		
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
TV1	Physical Education	Z	0
T) /0	DI : IEI e		_

Physical Education

0

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2025-07-06, time 21:11.

TV2