## Study plan

# Name of study plan: B0413P050061 Ekonomika a management (OZ102 Personální management) 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)	Completion	Credits	Scope	Semester	Role
	Tutors, <b>authors</b> and guarantors (gar.)					
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 (Gar.)	ZK	3	2P+0C		Z
32BE-P-MACR-01	Macroeconomics Aliya Algozhina 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 íková, Eliška Cézová, Leopold Herrmann Nikola Kasp íková Nikola Kasp íková (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 (Gar.)	Z,ZK	5	2P+1C		Z

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 Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		Z
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová 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 (Gar.)	ZK	3	2P+0C		Z
32BC-P-SOCI-01	Sociology Lucie Plzáková 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 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 a	and equations describing its market	s. Graphical
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investm	nent-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 a	s a fundamental
economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are prese	ented within the famous Mundell-Fle	eming 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 ret	tail and understanding of its busine	ss 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	f market participants, households, a	ind companies,
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the o	optimal consumer basket and comp	anies decide on
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microscore	omic optition. For households, it is a	
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microecond		bout maximizing
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and ot	ther times in an environment of barr	bout maximizing
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and ot the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve	ther times in an environment of barr	bout maximizing
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and ot the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achiev of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.	ther times in an environment of barr eve its goals. Sometimes it is an effi	bout maximizing iers to entry into cient allocation
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32BC-P-PJBP-07	Bachelor Thesis Project	Z	2
	Human Resources Management	ZK	3
The course introduces	modern principles and practices of human resource management in the organization, explains the key role of human resource r nization and introduces fundamental human resource functions that determine the competitiveness of the organization in the m	•	hieving strategic
32BC-P-SOCI-01	Sociology	ZK	3
	n understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social	structure of societ	y with emphasis
on the position of the (economics, manager	individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that ma nent, marketing).	ke up the content	of the study
32BC-P-STAT-01	Statistics	Z,ZK	6
	pletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression	and correlation ar	nalysis, variance
Upon successful com			
Upon successful com analysis, regression a	pletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression		
Upon successful com analysis, regression a	bletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude		
Upon successful com analysis, regression a these methods in follo	bletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment.	ents will be ready to	o practically use
Upon successful com analysis, regression a these methods in follo TV1 TV2	bletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment. Physical Education	ents will be ready t	o practically use
Upon successful com analysis, regression a these methods in follo TV1 TV2 32BC-P-MNGZ-0	Deletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment.         Physical Education         Physical Education         1         Principles of Management	ents will be ready to	o practically use
Upon successful com analysis, regression a these methods in follo TV1 TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0	Deletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment. Physical Education Physical Education	Z Z Z,ZK Z,ZK	0 0 0 3 4
Upon successful com analysis, regression a these methods in follo TV1 TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the	<ul> <li>Deletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment.</li> <li>Physical Education</li> <li>Physical Education</li> <li>1 Principles of Management</li> <li>1 Pripciples of Marketing</li> </ul>	Z Z,ZK Z,ZK Z,ZK termediate distrib	0 0 0 3 4 ution links,
Upon successful com analysis, regression a these methods in follo TV1 TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the marketing communica	<ul> <li>Jetion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment.</li> <li>Physical Education</li> <li>Physical Education</li> <li>1 Principles of Management</li> <li>1 Pripciples of Marketing</li> <li>e marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in</li> </ul>	Z Z,ZK Z,ZK Z,ZK termediate distrib	0 0 0 3 4 ution links,
Upon successful com analysis, regression a these methods in follo TV1 TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the marketing communica 32BC-P-ZODB-0	<ul> <li>Jetion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude w-up courses and practical tasks in a business environment.</li> <li>Physical Education</li> <li>Physical Education</li> <li>1 Principles of Management</li> <li>1 Pripciples of Marketing</li> <li>a marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing concepts, product policy, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing market</li></ul>	Z Z,ZK Z,ZK Z,ZK termediate distrib aw product, and p	0 0 0 3 4 ution links,

### 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 - OZ102 Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 102 ízení a hodnocení pracovního výkonu

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-BOZP-01	Workplace Health, Safety and Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová Kate ina Demová (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-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

## Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ102 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 102 ízení a hodnocení pracovního výkonu

32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations.	Employee rights a	and obligations.
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protect	tion Act. Occupati	ional hygiene.
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-KODO-01 Communication Skills in Management Practice	Z,ZK	6
32BC-P-PRAP-01 Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.		
32BC-P-RHPV-01 Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stud	lents will learn eff	ective strategies,
policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance	ormance manager	ment in the
organization.		
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 disciplina	ry and cross-disc	iplinary contexts,
and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Prese	nting a whole ran	ge 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 introduct	tion and possible
understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of managemen	t and HR.	

## Code of the group: B0413P - PVOK - AJ

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v anglickém jazyce Requirement credits in the group: In this group you have to gain at least 12 credits (at most 0) Requirement courses in the group: In this group you have to complete at least 2 courses Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
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 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 Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
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 Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina 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	<b>Political Economy and International Trade Relations</b> 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 Eva Císlerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová 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
 ZK
 3

 This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions.

32BE-P-MICR-01 Microeconomics

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

Z,ZK

Z,ZK

4

3

#### 32BE-P-MNGP-01 Principles of Management

Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

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 marketi	ng and learn the p	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 a	reas of product,
pricing, distribution and communication.		
32BE-P-BCOR-01 Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at in		per-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 n		
such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e	mails, express the	emselves clearly,
and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication		
32BE-P-CSRS-01 Corporate Social Responsibility	Z.ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses of	, ,	-
background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial regulating	-	
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies	-	
of projects designed abroad, and in Czech conditions.		
32BE-P-CRTH-01 Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	1	-
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	-	-
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing an		
course might be used across the curriculum.	0 0	
32BE-P-CCMN-01 Cross-Cultural Management	Z,ZK	6
Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people fr		-
business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of diff	-	
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		
culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation memb		lougo about non
32BE-P-EBPL-01 Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	· ·	-
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	business plan (ic	select and use
	7 71/	0
Q32-6 EuroTeQ 6 ECTS	Z,ZK	6
32BE-P-INBC-01 International Business Culture	Z,ZK	3
The course examines various cases encountered in international business to give participants examples of real-life situations, help them understand		
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the	reaten the succes	s of international
projects, linked to technical or interpersonal problems.		
32BE-P-IPW1-01 International Project Workshop I.	ZK	3
32BE-P-IPW2-01 International Project Workshop II.	ZK	3
32BE-P-ITRF-01 International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company v	· ·	mbitions, 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 we		
but also special training for working in an international environment The issue of international business and management is very extensive and com	plex, we choose fi	om 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 flow	ws and financing
is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, b	ut it is an importa	nt 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 sympa	thy for diversity	
32BE-P-PETR-02 Political Economy and International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sever		
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance	-	
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the im		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	rse development s	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 intern	ational trade will b	be analyzed,
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.		-
32BE-P-PRSK-01 Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategie	1	-
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cou	-	
upper-intermediate level.		
32BE-P-ICTI-01 Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02 Social Determinants of Global Business	ZK	6
32BE-P-WEBS-01 World Economy and Business	Z,ZK	6
The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspir		
instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, main	-	-
Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topi	-	
business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend		
sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business.		
of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection of the policies of protection of the policies of		
studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indu	strial promotion, p	urposely
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
	Tutors, authors and guarantors (gar.)					
32BC-P-MOPR-01	Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
32BC-P-DSCR-01	Tax System in Czechia           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 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 (Gar.)	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek 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 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 (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová 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 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

32BC-P-ZAVR-01	Employee Selection Process Iveta Chmielová Dalajková, Kate ina Tomešková <b>Iveta Chmielová Dalajková</b> Kate ina Tomešková (Gar.)	Z	3	24B	PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C	PV

#### Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - CJ Name=Povinn volitelné p edm ty odborné kompetence B0413P050061 v eském jazyce 32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention ZK ٦ Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment. Z,ZK 32BC-P-KODO-01 Communication Skills in Management Practice 6 32BC-P-PRAP-01 Labor Law ΖK 3 Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining. 32BC-P-RHPV-01 Work Performance Management Z,ZK 6 The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization. 32BC-P-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-MOPR-01 Fashion Industry Trends Z,ZK 6 32BC-P-DSCR-01 Tax System in Czechia ZK 3 The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities. 32BC-P-DIMA-01 Digital Marketing Z,ZK 6 32BC-P-EKBZ-02 Economic Security 3 Ζ 32BC-P-EKZP-01 Environmental Economics Z,ZK 6 32BC-P-ESGR-01 ESG Reporting and Global Regulation Z,ZK 6 32BC-P-FIDS-02 | Financial and Tax Environment Z.ZK 6 Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations. 32BC-P-FIAN-01 | Financial Analysis Z.ZK 6 32BC-P-FIUC-01 | Financial Accounting Z.ZK 6 32BC-P-ISPR-02 | Information Systems and Design Z,ZK 3 32BC-P-INPL-01 | Innovation Policies ΚZ 3 Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results. 32BC-P-KAPL-01 Career Planning and Development 7 3 32BC-P-MACA-01 Macroeconomic Analysis ΖK 3 32BC-P-MIN2-01 Business Informatics - Database Systems ΖK 6 32BC-P-M365-01 Management Informatics - Microsoft 365 7K 6 ΖK 32BC-P-MIN3-01 | Business Informatics - Project Management 6 32BC-P-MIN4-01 | Management Informatics - web design, ERP ΖK 6 32BC-P-MNPS-01 Managerial Psychology Z,ZK 3 The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc. 32BC-P-MNNP-01 Managerial Tools and Calculations 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 Z.ZK 6 The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.

32BC-P-POPL-01 Entrepreneurship and Business Plan

Z,ZK

6

32BC-P-POFI-01 Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as	'	alysis. The main
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter		
maximize wealth for shareholders.		
32BC-P-PAOS-01 Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial market	s. Emphasizing th	he importance of
codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
32BC-P-OBPR-01 Business Operations Management	Z,ZK	6
32BC-P-CRMN-01 Customer Relationship Management	Z,ZK	3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship	management an	d differentiated
customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key cust	omers. Emphasis	s 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 init	troduced.	
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-ZAVR-01 Employee Selection Process	Z	3
The course is implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge and the second s	edge, but most in	nportantly, 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 pe	rspective of the a	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 se	mester of the aca	ad. year 2023/24,
the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.		
32BC-P-ZPDT-01 Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system contract of the syst	ures and dimensi	ions design and
implementation for decision making purposes and results reporting using pivot charts and tables.		

### Code of the group: B0413P - PVT

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

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

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Martin Macaš, Olga Št pánková 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	<b>Ergonomics</b> Tereza Náplavová Semrádová <b>Tereza Náplavová Semrádová</b> 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 Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (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 provides 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 req	uirements for worl	king while sitting,
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment.	nent, as well as pr	eventing 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, orga	anisation of traffic i	n each transport
mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using w	arious 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 introdu	ces 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 managem	ent 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Pavel Andres, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Eva Císlerová 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 <b>Radek Vít</b> 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 <b>Eva Císlerová</b> 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, Eva Císlerová 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	<b>English Language 4</b> Eva Císlerová, Anna Wagnerová, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Dagmar Garlick <b>Eva Císlerová</b> 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 <b>Eva Císlerová</b> Miroslava Ferrarová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL1-01	<b>German Language 1</b> Eva Císlerová, Markéta Blažejová <b>Eva Císlerová</b> Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-SPL1-01	Spanish Language 1 Anna Wagnerová, Vanda Hanousková Eva Císlerová 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 grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.

32BL-P-ENL1-02 English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grar	nmar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd 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. r	eading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on streated as a streated	ngthening and imp	roving 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. r	eading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stream	ngthening and imp	roving 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 grar	nmar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	ımar. 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 gran	nmar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	ımar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		
32BL-P-ENL4-01   English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r		-
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on streated as a streated as	ngthening and imp	roving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
32BL-P-FRL1-01 French Language 1	Z	6
32BL-P-ITL1-01 Italian Language 1	Z	6
32BL-P-GEL1-01 German Language 1	Z	6
Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	•	
32BL-P-SPL1-01 Spanish Language 1	Z	6
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFF	R: speaking, readii	ng, listening and
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communic	ative skills. The co	urse is designed
EXCLUSIVELY for beginners/ false beginners.		

## List of courses of this pass:

Code	Name of the course	Completion	Credits
32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation in	the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Em	ployee rights and	obligations.
Risk prevention. E	mployee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protectio	n Act. Occupationa	al hygiene.
	Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-CRMIN-01	Customer Relationship Management	Z,ZK	3
The course introdu	ces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	anagement and di	fferentiated
	ship management. Students will understand how to create customer profiles based on customer segmentation and identify key custo		placed on
creating	g and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer manageme	ent are introduced.	
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in trans	sport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolo	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of tr	ansport.
32BC-P-DSCR-01	Tax System in Czechia	ZK	3
The course is focus	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	acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic require	ments for working	while sitting,
standing, and using	g a computer. The course also includes understanding spatial perception and the interaction between a person and their environmen	t, as well as prever	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 o	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	in advanced marke	et economy.
Definition of the cat	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.		the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc	ulations.	
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z.ZK	6

#### **Innovation Policies**

ΚZ Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.

3

232C-FXAP.01         Career Flanning and Development         Z         3           232C-FXAP.0001         Communication Skills IM Anagement Practice         Z/K         6           232C-FXAD.001         Management Informatics - Microsoft 365         Z/K         6           232C-FMAD.01         Macrosoft 365         Z/K         3           232C-FMAD.01         Macrosoft 365         Z/K         3           232C-FMAD.01         Mathematics 1         Z/K         6           232C-FMAD.01         Mathematics 2         Z/K         6           232C-FMAD.01         Mathematics 1         Z/K         6           232C-FMAD.01         Mathematics 1         Z/K         6           232C-FMAD.01         Business Informatics - Database Systems         Z/K         6           232C-FMAD.01         Business Informatics - Project Management         Z/K         6           232C-FMAD.01         Marketing Applications         Z/K         6           232C-FMAD.01         Marketing Research         Z/K <th>32BC-P-ISPR-02 32BC-P-KAPL-01 32BC-P-KODO-01 32BC-P-LOGI-01 32BC-P-M365-01</th> <th></th> <th>Z.ZK</th> <th>3</th>	32BC-P-ISPR-02 32BC-P-KAPL-01 32BC-P-KODO-01 32BC-P-LOGI-01 32BC-P-M365-01		Z.ZK	3
332CH20COM         Communication Skills in Management Practice         Z.K         6           332CH20COM         Logistics         Z.K         3           332CH20COM         Management Informatics - Microsoft 365         Z.K         6           332CH20COM         Management Informatics - Microsoft 365         Z.K         3           332CH20CM01         Mathematics 1         Z.KK         6           332CH20CM01         Mathematics 2         Z.KK         6           332CH20CM01         Mathematics 1         Z.KK         6           332CH20CM01         Mathematics 1         Z.KK         6           332CH20HX001         Business Informatics - Project Management         Z.K         6           332CHMIX01         Business Informatics - Project Management         Z.K         6           332CHMIX01         Management Informatics - web design, ERP         Z.K         6           332CHMIX01         Management Mappications in the logistics and strategit group of the research sin relation to term.         2.K         6           332CHMIX01         Management Mappications in the logistics and target group of a logistics and target group of the research sin relation to term.         2.K         3           332CHMIX02         Marketing Research         Marketing Research         2.K	32BC-P-KODO-01 32BC-P-LOGI-01		_,	•
238C-PLOGM         ZK         3           238C-PLOSMO         Maragement Informatics - Microsoft 365         ZK         6           238C-PLASSO         Maragement Informatics - Microsoft 365         ZK         3           238C-PLASSO         Maragement Informatics - Microsoft 365         ZK         3           238C-PLASTO         Mathematics 1         Z,ZK         6           238C-PLASTO         Mathematics 1         Z,ZK         6           238C-PLASTO         Applied Materias in Technology         ZK         3           238C-PLASTO         Business Informatics - Database Systems         ZK         6           238C-PLANKO0         Business Informatics - Verbegring Maragement         ZK         6           238C-PLANKO0         Business Informatics - Verbegring, EPP         ZK         6           238C-PLANKO1         Marketing Applications in the field materiage maragement Informatics - Verbegring, EPP         ZK         6           238C-PLANKO1         Marketing Applications         The soluter should be able to 1 adline the network protein adline the network protein adline to marketing marage.         ZZK         3           238C-PLANKO1         Marketing Psychology of the marketing marage.         ZZK         3           238C-PLANKO1         Maragemant Hermatics - Verbace prothogy solid adline the prot	32BC-P-LOGI-01	Career Planning and Development	Z	3
23EC-FLOGIO         ZK         3           23EC-FLOGIO         Management Informatics - Microsoft 366         ZK         6           23EC-PLOSEO         Macrosonomics Analysis         ZK         3           23EC-PLOSEO         Mathematics 1         Z/L         3           23EC-PLOSEO         Mathematics 1         Z/L         6           23EC-PLORENT         Mathematics 2         Z/L         6           23EC-PLORENT         Z/L         6         6           23EC-PLORENT         Matcrosophere         Z/L         6           23EC-PLORENT         Matcrosophere <td< td=""><td></td><td>Communication Skills in Management Practice</td><td>Z,ZK</td><td>6</td></td<>		Communication Skills in Management Practice	Z,ZK	6
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SECENARCAOI         Macroeconomics         ZK         3           SECENARCAOI         Mathematics 1         ZZK         6           SECENARCAOI         Mathematics 2         Z,XK         6           SECENARCAOI         Business Informatics - Drotabase Systems         ZK         6           SECENARCAOI         Business Informatics - Drotabase Systems         ZK         6           SECENARCAOI         Business Informatics - Protock Sign, ERP         ZK         6           SECENARCAOI         Marketing Applications         ZZK         3           SECENARCAOI         Marketing Research         ZK         6           Aster completing the course, the student should be able to: 1. define the problem stude genotics. Students should be able to enter and take seerch         3           SECENARCAOI         Principles Of Management         ZZK         6           SECENARCAOI         Principles Of Management         ZZK         5           SECENARCAOI         Principles Of Management         ZZK         5           SECENARCAOI <t< td=""><td></td><td></td><td></td><td></td></t<>				
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238CP-MNR201         Business Informatics - Database Systems         ZK         6           238C-PMIN301         Business Informatics - Project Management         ZK         6           238C-PMIN401         Management Informatics - web design, ERP         ZK         6           238C-PMIN401         Marketing Applications         Z,ZK         3           238C-PMIN401         Marketing Research         Z,ZK         6           338C-PMIN401         Marketing Research         Z,ZK         6           After completing the corse, the student should be sible to: 1. define the problem for the research project 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of the research approjer 2. Specify the goat and target group of th				
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238CP-MNIM401         Management Informatics - web design, ERP         ZK         6           238CP-MKVP02         Marketing Research         Z,ZK         3           238CP-MKV01         Marketing Research         Z,ZK         6           After completing the curse, 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 reliablo nt stem, problems independently and in cooperation with a problemsional research agency from the position of a marketing manager.         2,ZK         6           238CPMNV201         Principles of Management         Z,ZK         6           238CPMN201         Managerial Psychology         Z,ZK         6           238CPMN201         Managerial Psychology on the special contemporary correspond prophycology in managerial practice. It allows to get a took at modern method of sychology, which are used to recognize and assess other people. Students with be basic concepts of special opersonality psychology in the personality opersonality spechology. They will become acquinate with the personality opersonality spechology, they will become acquinate with the personality opersonality spechology will course of all/will aber principles of Management and psychology and tasped principles of social behavior method of spechology will course at all special back to the context and provide special back to the context and provide special back at their contaxt baber and soble back and back and back and concops special back con	32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
238CPMARAQ         Marketing Applications         Z,ZK         3           238CPMARV01         Marketing Research         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 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 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. It allows to a marketing manager.           238CPAN.NPO01         Managerial Posts and Calculations         ZZK         6           238CPAN.NPO1         Managerial Posts and Calculations         ZZK         6           238CPAN.NPO1         Managerial Posts and assess other posts.         Managerial Posts and calculations         ZZK         6           238CPAN.NPO1         Managerial Posts and assess other posts.         Sudents with the basics of contemporary conception of psychology in managerial practice. It allows to get a look at modern methods of psychology introduces the reconality other marketing commander of managerial chortens. Developmental psychological thranzeristics of selected developmental practice. The personality psychology will focus an clarifying the tructure and dynamics of personality social psychological thranzeristics of selected developmentant of marke	32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
23BCPMWV01         Marketing Research         Z,ZK         6           After completing the course, the student should be able to: 1 define the problem for the research agency from the position of a marketing gracup of the research 3, in relation to them, adverted 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 problem for the research agency from the position of a marketing manager.           23BCPMN201         Principles of Managernal Tools and Calculations         Z,ZK         6           33BCPMN201         Managerial Tools and Calculations         Z,ZK         6           33BCPMN201         Managerial Psychology         Z,ZK         3           33BCPMN201         Managerial Psychology in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognitize and assess other property conception of psychology and its application in managerial practice. The psychology will carculated with the basic conception of psychology in managerial practice. The psychology will carculated with the basic psychology in managerial practice. The psychology will carculated with the basic psychology in managerial practice. The psychology will carculated with the personality psychology will carculated with the basic psychology will carculated with the personality psychology will carculated basic and concepts of social psychology will carculated basic proton darks. Students will able psychology will carculated associal psychology will carculated basic proton darks. Students with a work of solution from the used proceed basic and concepts of social psychology will carculated basic psychology. Will carculated basic proton da	32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
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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.         ZBC-PMNCQ1       Principles of Managernal Tools and Calculations       Z,ZK       6         ZBC-PMNCP0       Managerial Tools and Calculations       Z,ZK       8         ZBC-PMNCP0       Managerial Psychology       Z,ZK       8         Vicin are used to recognize and assess other people. Students with bin toole of sychology in managerial practice. It allows to get a look at modern methods of psychology which are used to recognize and assess other people. Students with the loasic concepts of personality psychology. They will become acquainted with the personality prerequisites of managerial activities. with psychic functions and processes applied in performing managerial functions. Developmental periods used to use the management. They will assess applied in performing managerial functions. Developmental periods of thoreas and people and prevendent and concepts of social psychology with they can understand people's social behavior more and put them in desperion tother with applicate students with the way of social-psychology so that they can understand people's social behavior more and put them in desperion tot.       Z,ZK       6         ZBC-PMNC201       Fashion Industry Trends       Z,ZK       6         ZBC-PMNC201       Fashion Industry Trends       Z,ZK       6         ZBC-PMNC201       Fashion Industry Trends       Z,ZK				-
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328CPMNPS01         Managerial Psychology         Z,ZK         3           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used for ecognize and assess other people. Students will be introduced to the role of psychology, managerial practice and personality portioning managerial functions. Developmental functions. Developmental mether importance for successful performance of manageria and twicks, with sychic Incetions and processes applied in performing managerial functions. Developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality psychology introduces the pinciples of human development and psychological characteristics of soleiet psychologizes applied in performance of manageria and with the way of socio-psychologizes applied in performants of methods and available provided at self-avarencess as a basis for the self-managerin and understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-avarencess as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobility. Dossing, burnut, etc.           328CPMDR01         Fashion Industry Trends         Z,ZK         6           328CPMR021         Pripciples of Marketing         Z,ZK         6           328CPMR021         New Trends in Marketing research, marketing research, marketing one merging approaches in marketing communication such as mobiling. Socontalling scienci and as application of the wind in anoag		· · · · · · · · · · · · · · · · · · ·		
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of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological trians of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socia-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burrout, etc.   280CPMOR(20) Fashion Industry Trends 22,ZK 6  280CPMOR(20) Fashion Industry Trends 22,ZK 6  280CPMOR(20) New trends in marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing communication and processes abords and ways of the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.  280CPOERROI Business Operations Management Z, ZK 6  280CPARTROI Legal Aspects of Consumer Protection and the cultivation of the consumer market. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the company, as well as performanted and self. Aspects of Consumer Protection and the cultivation of the company, as well as performance analysis. The analyse asses are asses for the self-management Z, ZK 6  280CPOPK02 Operational Research Z, ZK 4  280CPOERROI Legal Aspects of Consumer Protection and the cultivation of the company, as well as performance anal			-	
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atters and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in         deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management of others, especially in difficult life situations.         The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobiling, bossing, burrout, etc.         22BCPMOPR01       Fashion Industry Trends       Z,ZK       6         22BCPMNR201       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 intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing Communication       Z,ZK       6         32BCP-MRTR01       New Trends in Marketing Communication       Z,ZK       6         32BCP-OPVXQ2       Operational Research       Z,ZK       4         32BCP-OPVXQ2       Operational Research       Z,ZK       4         32BCP-OPVXQ2       Operational Research       Z,ZK       4         32BCP-OPVXQ2       Operational Research       Z,ZK       6         32BCP-PARS01       Legal Aspects of Consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protecti	psychology introduce	s the principles of human development and psychological characteristics of selected developmental periods, personality psycholog	y will focus on cl	arifying the
deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burrout, etc.         328CP-MORR01       Fashion Industry Trends       Z,ZK       6         328CP-MRK201       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 intermediate distribution links, marketing ommunication, marketing research, marketing mix and its application, product policy, new product, and product file cycle.         328CP-MRTR01       New Trends in Marketing Communication       Z,ZK       6         The course is based on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.       Z,ZK       6         328CP-PORV02       Operational Research       Z,ZK       4         328CP-PORV03       Legal Aspects of 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.       3         328CP-PAUS01       Legal Aspects of Consumer Protection and the cultivation of the consumer market.       Z </td <td>structure and dynami</td> <td>cs of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the</td> <td>ir own behavior,</td> <td>behavior of</td>	structure and dynami	cs of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the	ir own behavior,	behavior of
The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.         238CPMORROI       Fashion Industry Trends       Z,ZK       6         238CPMIREZOI       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 intermediate distribution inkas, marketing communications, new trends in marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing communication is the assed on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.       6         238CPOBPROI       Business Operations Management       Z,ZK       6         238CPOVYQ2       Operational Research       Z,ZK       4         238CPAPAOSOI       Legal Aspects of Consumer Protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection of the consumer market.       Z,ZK       6         238CPADEKOI       Bachelor Thesis Project       Z       Z       2       2         238CPADEKOI       Business Conomics       Z,ZK       5       3       3       3       3       3       3       3	others and social pher	nomena around them with theoretical background and concepts of social psychology so that they can understand people's social be	havior more and	I put them in
228CPMOPR:01         Fashion Industry Trends         Z,ZK         6           328CPMRK201         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 intermediate distribution links, marketing mumunications, new trends in marketing connection with Al and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.         6           328CP-OPPR01         Business Operations Management         Z,ZK         6           328CP-OPPN4Q2         Operational Research         Z,ZK         4           328CP-OPPN4Q2         Operational Research         Z,ZK         4           328CP-OPVAQ2         Operational Research         Z,ZK         4           328CP-PDR01         Legal Aspects of Consumer Protection         ZK         3           328CP-PDRV20         Operational Research         Z,ZK         4           328CP-PDR01         Backhold the cultivation of the consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection in financial markets.         Z         2           328CP-PDR01         Bachelor Thesis Project         Z         2         2           328CP-P	ettiore and ecolar prior	ents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espec	cially in difficult lit	fo cituations
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.           32BC-PMRTR01         New Trends in Marketing Communication         Z,ZK         6           The course is based on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.         32BC-POBPR01         Z,ZK         6           32BC-POPYQ2         Operational Research         Z,ZK         4         3           32BC-PAPAOSO1         Legal Aspects of Consumer Protection         ZK         3           32BC-PAPAOSO1         Legal Aspects of Consumer Protection and the cultivation of the consumer market.         3           32BC-PAPAOSO1         Edgal Aspects of Project Management         Z,ZK         4           32BC-PAPAOSO1         Edgal Aspects of Consumer protection in financial markets.         3           32BC-PAPAOSO1         Bachelor Thesis Project         Z         2         2           32BC-PAPAOSO1         Bachelor Thesis Project         Z         2         2         3         3         3         3 </td <td>deeper contexts. Stude</td> <td></td> <td>-</td> <td></td>	deeper contexts. Stude		-	
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marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.       328C-PMRTR01       New Trends in Marketing Communication       Z,ZK       6         328C-PORTR01       New Trends in Marketing Communication       Z,ZK       6         328C-PORTR01       Business Operations Management       Z,ZK       6         328C-POPV402       Operational Research       Z,ZK       4         328C-POPV402       Operational Research       Z,K       4         328C-POPV402       Operational Research       Z,K       4         328C-POPV402       Operational Research       Z,K       4         328C-POPV402       Deperational Research       Z,K       4         328C-POPV402       Deperational Research       Z,K       3         328C-POPV402       Bashelor Thesis Project       Z       2         328C-P-PUBP-01       Bachelor Thesis Project Management       Z/K       3         328C-P-PORF01       Corporate Financial Management       Z/K       5         328C-P-PORF01       Corporate Financial Management       Z/K       5         328C-P-PORF01       Corporate Financial Management       Z/K       5         328C-P-PORF01       Corporate Financial Manag	deeper contexts. Stude	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin	ng, bossing, burr	nout, etc.
328CP-MRTR01         New Trends in Marketing Communication         Z,ZK         6           The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.         Z,ZK         6           38C+P-OBPR01         Business Operations Management         Z,ZK         6           328C+P-QVV402         Operational Research         Z,ZK         4           328C+P-PACS01         Legal Aspects of Consumer Protection         ZK         3           Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         Z         2           328C-P-PJBP01         Bachelor Thesis Project         Z         2         2           328C-P-POFL01         Fundamentals of Project Management         Z/K         3         3           328C-P-POFL01         Corporate Financial Management         Z/K         6           328C-P-POFL01         Corporate Financial Management         Z/ZK         6           The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company	deeper contexts. Stude The course will als	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends	ng, bossing, burr Z,ZK	nout, etc.
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.         32BC-POBPR01       Business Operations Management       Z,ZK       6         32BC-POVV02       Operational Research       Z,ZK       4         32BC-POS01       Legal Aspects of Consumer Protection       ZK       3         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.       Z       2         32BC-P-PDEK01       Fundamentals of Project Management       ZK       3         32BC-P-POFK01       Fundamentals of Project Management       Z,ZK       5         32BC-P-POFK01       Corporate Financial Management       Z,ZK       5         32BC-P-POFK01       Corporate Financial Management       Z,ZK       6         The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main maximize wealth for shareholders.       3         32BC-P-POPL01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-	deeper contexts. Stude The course will als 32BC:P-MOPR-01 32BC:P-MRKZ-01 Students who take	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter	ng, bossing, burr Z,ZK Z,ZK mediate distribu	nout, etc. 6 4 tion links,
marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.           32BC-POBPR-01         Business Operations Management         Z,ZK         6           32BC-POVV02         Operational Research         Z,ZK         4           32BC-PAOS-01         Legal Aspects of Consumer Protection         ZK         3           Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         Z         2           32BC-P-PJBP-01         Bachelor Thesis Project         Z         2         2           32BC-P-PDFLV01         Fundamentals of Project Management         Z,ZK         5           32BC-P-POFLV01         Corporate Financial Management         Z,ZK         6           The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main maximize wealth for shareholders.         Z/ZK         6           32BC-P-POFL-01         Entrepreneurship and Business Plan         Z,ZK         6           32BC-P-POPL-01         Entrepreneurship and Business Plan         Z,ZK         6           32BC-P-POPL-01         Entrepreneurship and Busine	deeper contexts. Stude The course will als 32BC:P-MOPR-01 32BC:P-MRKZ-01 Students who take	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter	ng, bossing, burr Z,ZK Z,ZK mediate distribu	nout, etc. 6 4 tion links,
32BC-POBPR-01       Business Operations Management       Z,ZK       6         32BC-POVV02       Operational Research       Z,ZK       4         32BC-P-PAOS-01       Legal Aspects of Consumer Protection       ZK       3         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.       Z       2         32BC-P-PJBP-01       Bachelor Thesis Project       Z       2         32BC-P-PDEK-01       Fundamentals of Project Management       Z/K       3         32BC-P-POFH-01       Corporate Financial Management       Z,ZK       6         The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.         32BC-P-POPL-01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-PORL-01       Labor Law       ZK       3         32BC-P-PORL-01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-PORL-01       Entrepreneurship and Busine	deeper contexts. Stude The course will als 32BC:P-MOPR-01 32BC:P-MRKZ-01 Students who take	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pro-	ng, bossing, burr Z,ZK Z,ZK mediate distribu oduct, and produ	hout, etc. 6 4 tion links, ict life cycle.
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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-JJBP-01       Bachelor Thesis Project       Z       2         32BC-P-POEK-01       Fundamentals of Project Management       ZK       3         32BC-P-POEK-01       Corporate Financial Management       Z,ZK       5         32BC-P-POFI-01       Corporate Financial Management       Z,ZK       6         The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.         32BC-P-POFI-01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-POPI-01       Labor Law       ZK       3         32BC-P-PORI-01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-PORI-01       Labor relations - establishment, change and termination, liability of employee, collective bargaining.       3         32BC-P-PORI-01       Entrepreneurship and Business Plan       Z,ZK       6         32BC-P-PORI-01	deeper contexts. Stude The course will als 32BC-P-MOPR-01 32BC-P-MRKZ-01 Students who take marketing communica 32BC-P-MRTR-01 The course is based of 32BC-P-OBPR-01	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pro- New Trends in Marketing Communication on the dynamic evolution of marketing in connection with AI 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	ng, bossing, burr Z,ZK Z,ZK mediate distribu bduct, and produ Z,ZK ting communicat Z,ZK	out, etc.       6       4       tion links,       ict life cycle.       6       ion such as       6
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	deeper contexts. Stude The course will als 32BC-P-MQPR-01 Students who take marketing communica 32BC-P-MRTR-01 The course is based of 32BC-P-OBPR-01 32BC-P-OPV-02 32BC-P-OPV-02 32BC-P-PAOS-01 Basic information on c 32BC-P-PJBP-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POEK-01 32BC-P-POPL-01 32BC-P-POPL-01 32BC-P-PRAV-01	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter- tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pre- New Trends in Marketing Communication New Trends in Marketing Communication on the dynamic evolution of marketing in connection with AI 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 onsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. En codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Bachelor Thesis Project Fundamentals of Project Management de deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as peri- ad on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise maximize wealth for shareholders. Entrepreneurship and Business Plan Labor Law Labor Law Labor relations - establishment, change and termination, liability of employee, collective bargaining. Law	ng, bossing, burr Z,ZK Z,ZK mediate distribu oduct, and produ Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,Z	nout, etc. 6 4 tion links, ict life cycle. 6 ion such as 6 4 3 nportance of 2 3 5 6 is. The main et value and 6 3 3
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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	deeper contexts. Stude The course will als 32BC-P-MOPR-01 Students who take marketing communica 32BC-P-MRKZ-01 The course is based of 32BC-P-OPV402 32BC-P-OPV402 32BC-P-OPV402 32BC-P-POPV402 32BC-P-POPV401 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 The classification of th experience. MÚVS	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pri- New Trends in Marketing Communication on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management Operational Research Legal Aspects of Consumer Protection onsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. En codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Business Economics Corporate Financial Management deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as perf ad on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise maximize wealth for shareholders. Entrepreneurship and Business Plan Labor Law Labor relations - establishment, change and termination, liability of employee, collective bargaining. Nork Performance Alanggement Nork Performance Management on the development of a relationship between students and companies and emphasizes their mutual cooperation The stady long-term professional internship. Work Performance Management on the development of managerial skills in performance management in the organization. Through lectures and seminars, students	ag, bossing, burr Z,ZK Z,ZK imediate distribu oduct, and produ Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,Z	nout, etc.         6         4         ion links,         ict life cycle.         6         4         3         0         2         3         5         6         3         5         6         3         5         6         3         5         6         3         3         18         ty skills and a 3-month         6         e strategies,
	deeper contexts. Stude The course will als 32BC-P-MRKZ-01 Students who take marketing communica 32BC-P-MRKZ-01 The course is based of 32BC-P-OBPR-01 32BC-P-OPVY02 32BC-P-OPVY02 32BC-P-PAOS-01 Basic information on c 32BC-P-PJBP-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-POFL-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01 32BC-P-PRAV-01	o point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbin Fashion Industry Trends Pripciples of Marketing the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inter- tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pro- New Trends in Marketing Communication on the dynamic evolution of marketing in connection with AI 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 onsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. En codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market. Bachelor Thesis Project Fundamentals of Project Management deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as per ad on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprises maximize wealth for shareholders. Entrepreneurship and Business Plan Labor Law Labor relations - establishment, change and termination, liability of employee, collective bargaining. Law Internship te subject of professional practice is based on the decision of the divessional internship. Work Performance Management Work Performance Management	rg, bossing, burr Z,ZK Z,ZK Z,ZK imediate distribu oduct, and produ Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,Z	nout, etc. 6 4 4 4 4 4 4 4 5 6 4 3 nportance of 2 3 5 6 is. The main et value and 6 3 18 ty skills and a 3-month 6 6 6 7 7 8 8 8 7 8 8 7 8 7 8 8 7 8 7 8 7 8 8 8 7 8 7 8 7 8 7 8 7 8 8 8 8 8 8 8 8 8 8 8 8 8

32BC-P-RTBS-01	Retail Business dents to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understandir	ZK	3
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
	to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide		_
	indamental integrated business processes of sales and logistics, production and human resources management in SAP S/4		U
32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on un	derstanding the position of the individual in society, his/her positions and roles, the process of socialization and the social stru-	ucture of society wi	th emphasis
on the position of the inc	lividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make	e up the content of	the study
	(economics, management, marketing).		-
32BC-P-STAT-01	Statistics	Z,ZK	6
	on, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression an		
analysis, regression analy	sis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students these methods in follow-up courses and practical tasks in a business environment.	will be ready to pra	actically use
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TQMN-01	Quality Management	ZK	3
		ZK	3
32BC-P-UCSW01	Accounting Software		-
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-VZRO-01	Training and Staff Development	Z,ZK	6
-	strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary		-
	hould serve to better understand the relationship between management and leadership of people in an organization. Present	0 0	
-	of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a optical of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of ma		aria possible
32BC-P-ZAVR-01	Employee Selection Process	Z	3
	d in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowled	1	-
	ey will be able to practice the professional skills needed for the selection process and applying for job positions from the pers		-
	I be created a special space for practicing model situations and for discussing real problems from practice. In the summer semi		
	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	,	
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system	database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measur	1 '	design and
	implementation for decision making purposes and results reporting using pivot charts and tables.		
32BC-P- LZD-01	Human Resources Management	ZK	3
	dern principles and practices of human resource management in the organization, explains the key role of human resource man	-	
	organization and introduces fundamental human resource functions that determine the competitiveness of the organization in	the market econor	my.
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
	elp students write better emails in English as emails are the most common form of written communication. It is aimed at inter		
	ions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	•	0
	, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective ema		elves clearly
	their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business comm		0
32BE-P-CCMN-01	Cross-Cultural Management	Z,ZK	6
	ity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people fror a of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differr	-	
· · · · · ·	core competencies of a successful manager in the global environment. The course is open to students of all majors looking fo		
	pes management practices in international companies as well as the cultural orientations of individual managers and organis		
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
32BE-P-CRTH-01	Critical Thinking	ZK	3
	f the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	1	-
	I use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	-	-
decision-making with the	emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and la	inguage skills deve	loped in this
	course might be used across the curriculum.	T	
	Corporate Social Responsibility	Z,ZK	6
32BE-P-CSRS-01		n explanation of the	
The subject deals with cor	porate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on a	-	nudes a link
The subject deals with cor background of this concep	t, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial report	ing standards. It in	
The subject deals with cor background of this concep	t, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial report t with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies an	ing standards. It in	
The subject deals with con background of this concept between the CSR concept	t, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial report t with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies an of projects designed abroad, and in Czech conditions.	ing standards. It ind d practices cover c	ase studies
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The subject deals with colbackground of this conceptetween the CSR	t, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial report t with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies an of projects designed abroad, and in Czech conditions. Entrepreneurship and Business Plan haracterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plans, analyse risks and their impact on the feasibility of business plan Social and Political Impacts of Modern ICT International Business Culture bus cases encountered in international business to give participants examples of real-life situations, help them understand wh opriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threa	ing standards. It ind d practices cover c z,ZK usiness plan (to sel ns). ZK Z,ZK at they may be con	ase studies 6 ect and use 3 fronted with,

	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with	international ambiti	ons, 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 tech	nical field),
but also special training for working in an international environment The issue of international business and management is very extensive and complete		
mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without sec		۲ ۲
is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but i		
for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and s		
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 desc	-	-
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-		- 1
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 short run is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the short run is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the short run is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the short run is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the short run is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the short run is extended by the labor market and thus by the Phillips curve in the medium run.		
economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the farr including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has		-
sessions.	s only rectures and i	IU EXELCISE
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	1 <sup>1</sup> 1	
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer bas		
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For hou		
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 sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes to predatory competition and other times to predatory competition and other times in an environment of sometimes to predatory competition and other times in an environ		- 1
the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometii		-
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 cor	1 · · · · ·	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	s in the company or	r 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, n	nethods and tools. T	he 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	omic fields at the un	iversity.
32BE-P-PETR-02 Political Economy and International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several to	pics dealing with the	e economic
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of F		
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the impo		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse		•
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 interna		analyzed,
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed coun		4
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		
techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and deal pricing, distribution and communication		of product,
pricing, distribution and communication.		
pricing, distribution and communication. 32BE-P-PRSK-01 Presentation Skills	ZK	3
pricing, distribution and communication.          32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	ZK English. Students	3 will develop
pricing, distribution and communication.           32BE-P-PRSK-01           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 course	ZK English. Students	3 will develop
pricing, distribution and communication.         32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.	ZK English. Students v e is aimed at interme	3 will develop ediate and
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA	ZK English. Students v e is aimed at interme	3 will develop ediate and 3
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide	ZK English. Students v is aimed at intermo ZK as students with kno	3 will develop ediate and 3
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4	ZK       English. Students v       is aimed at intermed       ZK       is students with known       IANA	3 will develop ediate and 3 wwledge of
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB-02       Social Determinants of Global Business	ZK English. Students v is aimed at interme ZK es students with kno HANA ZK	3 will develop ediate and 3 owledge of 6
pricing, distribution and communication.         32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB-02       Social Determinants of Global Business         32BE-P-TRST-01       Transportation Technology	ZK English. Students we is aimed at intermed ZK BANA ZK ZK	3 will develop ediate and 3 owledge of 6 3
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pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB02       Social Determinants of Global Business         32BE-P-TRST-01       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management	ZK English. Students we is aimed at intermed ZK es students with known ANA ZK ZK students to the basis ment and/or econo	3 will develop ediate and 3 wwledge of 6 3 ic problems mics.
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB-02       Social Determinants of Global Business         32BE-P-TRST-01       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management 32BE-P-WEBS01	ZK English. Students we is aimed at intermed ZK es students with known IANA ZK ZK students to the basis rment and/or econo Z,ZK	3 will develop ediate and 3 wwledge of 6 3 c problems mics. 6
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pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB02       Social Determinants of Global Business         32BE-P-TRST-01       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management 32BE-P-WEBS01         World Economy and Business       The course students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students to the basis         ment and/or econo         Z,ZK         trade theory and the in the technologica	3 will develop ediate and 3 owledge of 6 3 c problems mics. 6 e alternative I markets.
pricing, distribution and communication.         32BE-P-PRSK-01         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 course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB02       Social Determinants of Global Business         32BE-P-TRST-01       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage         32BE-P-WEBS-01       World Economy and Business         32BE-P-WEBS-01       World Economy and Business	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students to the basis         ment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the interest	3 will develop ediate and 3 weldge of 6 3 a c problems mics. 6 e alternative I markets. rnational
pricing, distribution and communication.         32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB-02       Social Determinants of Global Business         32BE-P-TRSF01       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management, corporate management, strategic manage         32BE-P-WEBS-01       World Economy and Business         The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business context, the student must interpret t	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         gas students to the basis         ment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the inter         n supplying new pro-	3 will develop ediate and 3 weldge of 6 3 a c problems mics. 6 e alternative I markets. rnational oducts: two
pricing, distribution and communication.           32BE-P-PRSK-01         Presentation Skills           Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.           32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           32BE-P-SDGB-02         Social Determinants of Global Business           32BE-P-TRSTo1         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management, surprised management, strategic management inscrepting 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 strategic designed for taking advantage of pricing policy. Several topic business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends is sides mark	ZK         English. Students we is aimed at intermed         ZK         es students with known         HANA         ZK         Students to the basis         ment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the inter         n supplying new pro-         e course will focus of         ism or free trade. A	3 will develop ediate and 3 owledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case
pricing, distribution and communication.           32BE-P-RSK-01           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 course upper-intermediate level.           32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           32BE-P-SDCB02         Social Determinants of Global Business           32BE-P-TRST01         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management, sudents, 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 manage           32BE-P-WEBS01         World Economy and Business           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring 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 topic	ZK         English. Students we is aimed at intermed         ZK         es students with known         HANA         ZK         Students to the basis         ment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the inter         n supplying new pro-         e course will focus of         ism or free trade. A	3 will develop ediate and 3 owledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case
pricing, distribution and communication.         32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDCB-02       Social Determinants of Global Business         32BE-P-TRSTo1       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage         32BE-P-WEBS01       World Economy and Business         The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs St	ZK         English. Students we is aimed at intermed         Is aimed at intermed         ZK         as students with known         IANA         ZK         students to the basis         rment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the inter         n supplying new pro-         e course will focus of         ism or free trade. A         strial promotion, put	3 will develop ediate and 3 owledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case
pricing, distribution and communication.         32BE-P-PRSK-01       Presentation Skills         Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.         32BE-P-SAPH-01       Enterprise Management in SAP S/4 HANA         The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA       The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4         32BE-P-SDGB-02       Social Determinants of Global Business         32BE-P-TRSTo1       Transportation Technology         The course serves as a technical extension of the knowledge of economics and management, corporate management, strategic manage         32BE-P-WEBS01       World Economy and Business         The course introduces students of the technical universities to international business. Contrast between the inspiring 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 topic business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends i sides markets, digital markets, online system of payments. The methodology int	ZK English. Students we is aimed at intermed ZK as students with known ANA ZK ZK students to the basis ment and/or econo Z,ZK trade theory and the in the technological cas affecting the inter n supplying new pro- e course will focus of ism or free trade. A strial promotion, put	3 will develop ediate and 3 weldge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6
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pricing, distribution and communication.           32BE-P-PRSK-01         Presentation Skills           Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course upper-intermediate level.           32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           32BE-P-SDGB-02         Social Determinants of Global Business           32BE-P-TRSTo1         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage           22BE-PVEES01         WOrld Economy and Business           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big player	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students with known         IANA         ZK         students to the basis         arment and/or econo         Z,ZK         trade theory and the         in the technological         as affecting the interned         n supplying new projections of the trade. A         strial promotion, put         Z         mar. The course for         ind improving grammifie.         Z	3 will develop ediate and 3 weledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6
pricing, distribution and communication.           228E-P-RSK01           Presentation 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 course upper-intermediate level.           228E-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           328E-P-SDGB02         Social Determinants of Global Business           328E-P-TRSTo1         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage           228E-P-WEBS01         World Economy and Business           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business contact, the student must interpret the role of big players, mainly Alongide, he/she must assess the degree of markte power and the apparent strateg	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students with known         IANA         ZK         students to the basisement and/or econo         Z,ZK         trade theory and the in the technological structure in the technological structure in supplying new process affecting the internet acourse will focus or is more free trade. A strial promotion, put the internet is the course for and improving gramming.         Z         mar. The course for and improving gramming.         Z         mar. The course for and improving gramming.         X         mar. The course for any the improving gramming.	3 will develop ediate and 3 weledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6 cuses on
pricing, distribution and communication.           22BE-P-RSK01           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 course upper-intermediate level.           22BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           22BE-P-SDGB02         Social Determinants of Global Business           32BE-P-TRST01         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring 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 topic uses will be discussed: External Balance, Exchange Rate Policy, Tree Markets vs Strategic Trade Policy. A	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students with known         IANA         ZK         students to the basis         ment and/or econo         Z,ZK         trade theory and the         in the technological         cs affecting the intern         n supplying new pro-         e course will focus of         issm or free trade. A         strial promotion, put         Z         mar. The course foor         infe.         Z         mar. The course foor         ind improving gramming         ife.	3 will develop ediate and 3 weledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6 cuses on
pricing, distribution and communication.           228E-P-RSK01           Presentation 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 course upper-intermediate level.           228E-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           328E-P-SDGB02         Social Determinants of Global Business           328E-P-TRSTo1         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage           228E-P-WEBS01         World Economy and Business           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business contact, the student must interpret the role of big players, mainly Alongide, he/she must assess the degree of markte power and the apparent strateg	ZK         English. Students we is aimed at intermed         ZK         as students with known         IANA         ZK         as students with known         IANA         ZK         students to the basisement and/or econo         Z,ZK         trade theory and the in the technological structure in the technological structure in supplying new process affecting the internet acourse will focus or is more free trade. A strial promotion, put the internet is the course for and improving gramming.         Z         mar. The course for and improving gramming.         Z         mar. The course for and improving gramming.         X         mar. The course for any the improving gramming.	3 will develop ediate and 3 weledge of 6 3 c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6 cuses on
pricing, distribution and communication.           32BE-PPRSK01         Presentation 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 course upper-intermediate level.           32BE-PSAPH01         Enterprise Management with SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management is SAP S/4           32BE-PSDCB02         Social Determinants of Global Business           32BE-P-TRST01         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management, students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage           22BE-PWESS01         World Economy and Business.           The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring instances of economic policy will be done. When analysing the international business. Throughout, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic business will be discussed: External Balance, Extending Rate Delo	ZK         English. Students we is aimed at intermediation of the set of th	3 will develop ediate and 3 weledge of 6 3 a c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6 king and
pricing, distribution and communication.           22BE-P-PRSK(0)         Presentation 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 course upper-intermediate level.           32BE-P-SAPH-01         Enterprise Management in SAP S/4 HANA           The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4           32BE-P-SDCB-02         Social Determinants of Global Business           32BE-P-TRST01         Transportation Technology           The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage 32BE-P-WEBS01           World Economy and Business         World Economy and Business           The course introduces students of the technical universities to 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 topic business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approac	ZK         English. Students we is aimed at intermed         Is aimed at intermed         ZK         as students with known         IANA         ZK         students to the basis         ament and/or econo         Z,ZK         trade theory and the         in the technological         as affecting the interned         n the technological         strial promotion, put         Z         mar. The course for         ind improving gramming         Z,ZK         ading, writing, speatening and improving	3 will develop ediate and 3 weldge of 6 3 a c problems mics. 6 e alternative I markets. rnational oducts: two on the links set of case rposely 6 cuses on mar. All 6 king and

32BL-P-ENL2-02	English Language 2	Z,ZK	6
The course is suitable f	for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	eading, writing, spe	aking and
listening, on understandin	ng and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengt	hening and improvi	ng grammar.
All inte	erconnected language skills are submitted to the goal of developing the required level needed for students' academic and prof	essional 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 gran	nmar. The course fo	ocuses 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 gran	nmar. The course for	ocuses 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-ENL4-01	English Language 4	Z,ZK	6
The course is suitable f	for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	eading, writing, spe	aking and
listening, on understandin	ig and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengt	hening and improvi	ng grammar.
All inte	erconnected language skills are submitted to the goal of developing the required level needed for students' academic and prol	essional life.	
32BL-P-FRL1-01	French Language 1	Z	6
32BL-P-GEL1-01	German Language 1	Z	6
	Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	•	
32BL-P-ITL1-01	Italian Language 1	Z	6
32BL-P-SPL1-01	Spanish Language 1	Z	6
The course is suitable for	bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: s	peaking, reading, l	istening and
writing. Students will famil	liarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicativ	e skills. The course	is designed
	EXCLUSIVELY for beginners/ false beginners.		
000.0			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
<u>Q32-6</u> TV1	EuroTeQ 6 ECTS Physical Education	Z,ZK Z	6 0
		,	-

For updated information see <u>http://bilakniha.cvut.cz/en/FF.html</u> Generated: day 2025-07-20, time 19:32.