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: 192

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, authors and guarantors (gar.)					
32BC-P-BCPR-01	Bachelor Thesis Ji í Zmatlík, František H ebík, Lenka Emrová, Miroslav Sponer, Martin Šiký, Ladislava Knihová, Michal Mervart, Igor Kukliš, Pavel Mužík,	Z	6			Z
32BC-P-INFO-01	Informatics Tomáš Kubálek, Pavel Andres, Michaela Seghmanová Pavel Andres 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 (Gar.)	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics František H ebík František H ebík (Gar.)	ZK	3	2P+0C		Z
32BC-P-RTBS-01	Retail Business	ZK	3	2P+0C		Z
32BC-P-TQMN-01	Quality Management Ond ej Hykš Ond ej Hykš (Gar.)	ZK	3	2P+0C		Z
32BC-P-MAT1-01	Mathematics 1 Nikola Kasp íková, Eliška Cézová, Ji í Nárožný, Leopold Herrmann Nikola Kasp íková Nikola Kasp íková (Gar.)	Z,ZK	6	2P+2C		Z
32BC-P-MAT2-01	Mathematics 2 Nikola Kasp íková	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 František H ebík, Petr Makovský, Petr Adámek František H ebík František H ebík (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	Operational Research Denisa Mocková, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	Business Economics	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	Z	18	480XH		Z

32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		Z
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová	Z,ZK	4	2P+1C		Z
32BC-P-PJBP-01	Bachelor Thesis Project Petr Studni ka Petr Studni ka (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 (Gar.)	ZK	3	2P+0C		Z
32BC-P-STAT-01	Statistics Pavel Mužík, Ji í Nárožný Ji í Nárožný Pavel Mužík (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 Pavel Mužík, Zuzana Dvo áková Zuzana Dvo áková (Gar.)	Z,ZK	3	1P+1C		Z
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4	2P+1C		Z
32BC-P-ZODB-01	Fundamentals of Thesis Petr Vym tal Petr Vym tal (Gar.)	KZ	2	2P+0C		Z
32BC-P-PMNZ-01	Fundamentals of Project Management Petr Fanta Petr Fanta (Gar.)	ZK	3	1P+1C		Z
32BC-P-UCTO-01	Basics of Accounting Tetiana Davydiuk, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		Z

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

32BC-P-BCPR-01 Bachelor Thesis	Z	6
32BC-P-INFO-01 Informatics	Z,ZK	6
32BC-P-LOGI-01 Logistics	ZK	3
32BE-P-MACR-01 Macroeconomics	ZK	3

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

32BC-P-MACR-01 Macroeconomics	ZK	3
32BC-P-RTBS-01 Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understa	nding 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	7 7K	4

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

32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18

The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stady plans includes a 3-month long-term professional internship.

32BE-P-MNGP-01 Principles of Management

Z,ZK 3 and content, methods and tools, whil

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

32BE-P-PMAR-01 Principles of Marketing

Z,ZK | 4

The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.

32BC-P-PJBP-01 Bachelor Thesis Project	Z	2
32BC-P- LZD-01 Human Resources Management	ZK	3

The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.

32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on	understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social	structure of societ	y with emphasis
on the position of the in	dividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that ma	ke up the content	of the study
(economics, manageme	ent, marketing).		
32BC-P-STAT-01	Statistics	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
The course introduces	key concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on unders	standing the mana	igement cycle
(planning, organizing, d	lecision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students will	learn about vario	us forms of
organizational structure	, change management, and the importance of goals in strategic management. The course covers current topics such as inter	nal communication	n, the use of
social networks, and the	e role of artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework a	nd practical skills	for working in a
managerial environmer	ıt.		
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who take the	narketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in	termediate distrib	ution links,

marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.

ZK

Z,ZK

3

6

Name of the block: Compulsory elective courses

32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention

32BC-P-PMNZ-01 Fundamentals of Project Management

Minimal number of credits of the block: 66

The role of the block: PV

Code of the group: B0413P - OZ102

32BC-P-ZODB-01 Fundamentals of Thesis

32BC-P-UCTO-01 Basics of Accounting

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 anf Fire Prevention	ZK	3	2P+0C		PV
32BC-P-KODO-01	Communication Skills in Management Practice Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law	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	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

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.	tion Act. Occupati	onal hygiene.
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-KODO-01 Communication Skills in Management Practice	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial psychology.	erial skills related	to the successful
implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	ogue and achiever	nent of goals, as
well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focus	sed on manageria	l skills, students
will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirec	d skills in practice a	and get feedback
on their actions.		
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, studies are considered in the development of managerial skills in performance management in the organization. Through lectures and seminars, studies are considered in the development of managerial skills in performance management in the organization.	dents will learn effe	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	ary and cross-disci	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	enting a whole rand	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 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.

Code of the group: B0413P - PVOK - ALL

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061, celkový min. požadavek

Requirement credits in the group: In this group you have to gain at least 27 credits

Requirement courses in the group: In this group you have to complete at least 5 courses

Credits in the group: 27 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-MOPR-01	Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-APMK-01	Applied Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová, Jonathan Edmund Holmes Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-BCOR-02	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	12B		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-02	Critical Thinking Ond ej Galuška Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	3	0P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-DSCR-01	Tax System in Czechia Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BE-P-DIMA-01	Digital Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+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	Z	3	0P+2C		PV
32BC-P-EKZP-01	Environmental Economics	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
32BC-P-ESGR-01	ESG Reporting and Global Regulation Otakar Schlossberger, Jana Brodani Jana Brodani Jana Brodani (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ESGC-01	ESG Social Competences Zuzana Dvo áková	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
32BC-P-FIDS-02	Financial and Tax Environment Otakar Schlossberger	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	Financial Accounting Theodor Beran	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	Information Systems and Design Ji í Kaiser Ji í Kaiser Ji í Kaiser (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	Innovation Policies	KZ	3	2P+0C		PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	International Project Workshop I. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	23B		PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šiký, Pavel Andres, Kate ina Tomešková, Eva Šírová Martin Šiký Kate ina Tomešková (Gar.)	Z	3	16B		PV
32BC-P-KODO-01	Communication Skills in Management Practice Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský	ZK	3	0P+2C		PV

32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C	PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C	PV
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6	0P+4C	PV
32BC-P-MIN4-01	Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.) Management Informatics - web design, ERP	ZK	6	0P+4C	PV
32BC-P-MNPS-01	Tomáš Kubálek Managerial Psychology	Z,ZK	3	1P+1C	PV
32BC-P-MNNP-01	Lenka Emrová Lenka Emrová Lenka Emrová (Gar.) Managerial Tools and Calculations	Z,ZK	6	2P+2C	PV
32BE-P-RMAR-01	Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.) Marketing Research	Z,ZK	6	2P+2C	PV
32BC-P-MKAP-02	Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.) Marketing Applications	Z,ZK	3	1P+1C	PV
32BC-P-MKVY-01	Lenka Nováková Marketing Research	Z,ZK	6	2P+2C	PV
	Lenka Nováková Lenka Nováková Lenka Nováková (Gar.) Microeconomics				
32BE-P-MICR-01	Petr Makovský Petr Makovský Petr Makovský (Gar.) New Trends in Marketing Communication	Z,ZK	4	2P+1C	PV
32BC-P-MRTR-01	Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-PEBA-01	Money, banks, financial markets Petr Makovský	ZK	3	2P+0C	PV
32BE-P-RGDP-01	Planning of Regional Development Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C	PV
32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer Miroslav Sponer (Gar.)	Z,ZK	6	2P+2C	PV
32BE-P-PETR-02	Political Economy and International Trade Relations Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	PV
32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-PRAP-01	Labor Law	ZK	3	2P+0C	PV
32BC-P-PAOS-01	Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C	PV
32BE-P-PRSK-02	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)	Z	3	0P+2C	PV
32BE-P-PRSK-03	Presentation Skills Anna Wagnerová Anna Wagnerová (Gar.)	Z	3	24B	PV
32BE-P-PRSK-01	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C	PV
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C	PV
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová	Z,ZK	4	2P+1C	PV
32BC-P-RHPV-01	Work Performance Management Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6	2P+2C	PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová	Z,ZK	3	1P+1C	PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3	1P+1C	PV
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6	2P+2C	PV
32BC-P-STA2-02	Statistics 2 - practical tasks Tomáš Löster Tomáš Löster Tomáš Löster (Gar.)	KZ	3	24B	PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C	PV
32BC-P-TROJ-01	Business Negotiation Skills Vladimíra Khelerová	KZ	3	0P+2C	PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3	0P+2C	PV
32BC-P-UCSW-02	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3		PV
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6	2P+2C	PV
32BC-P-VETY-01	Team Management Vladimíra Khelerová Vladimíra Khelerová (Gar.)	KZ	3	1P+1C	PV
32BC-P-VZRO-02	Training and Staff Development Kate ina Tomešková Kate ina Tomešková (Gar.)	Z,ZK	6	16B	PV
32BC-P-VZRO-01	Training and Staff Development	Z,ZK	6	2P+2C	PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	PV
32BC-P-ZAVR-01	Employee Selection Process	Z	3	24B	PV

32BC-P-RECR-01	Employee recruitment and selection	KZ	3	16B		PV
32BC-P-ZPDT-01	Zuzana Dvo áková Zuzana Dvo áková (Gar.) Business Data Processing					D) (
2BC-F-ZFD1-01	Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
	courses of this group of Study Plan: Code=B0413P - PVOK - A 50061, celkový min. požadavek	ALL Name=P	ovinn v	olitelné p edm	ty o	dborné
2BE-P-MACR-01 Ma				ZK		3
•	in macroeconomic concepts to understand how a country operates regarding its aggre	-	-	-		-
	n conditions are extensively used for easy comprehension and flexibility. The canonica tets in the short run, is extended by the labor market and thus by the Phillips curve in t	•	•			•
=	is also covered. The open economy specifics related to exports-imports and exchange		_			
-	or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022)	•				_
ssions.						
2BE-P-MICR-01 Mic				Z,ZK		4
•	s that represent current microeconomic problems. The issue is viewed not only from the		•	•		
	 of the government. Modern technologies have deeply influenced the way households rce resources. However, there are still valid rules and principles that remain unchange 	-				
	companies, this is a profit motivation in an environment of sometimes too predatory co					
e industry (too high monop	oly power). The last player in microeconomic relations is the government, which uses	its tools to achiev	e its goals.	Sometimes it is an	efficien	t allocation
scarce resources in the co	ntext of competition; other times, it is about social justice and equal opportunities.					
· ·	nciples of Management			Z,ZK		3
	ne in the life of a company, institution, and society. Modern management trends funda					
0 0 0	nowing the basics of management is a necessity not only for managers, practically for	' '	, ,		' '	
	tion of taking a basic course, managers must be prepared for lifelong learning and ada agement in the context of its modern trends and is therefore the starting point for furth	•		-		
2BE-P-PMAR-01 Pri			<u> </u>	Z.ZK		4
	rstanding the objectives and role of marketing in a company. Students will be introduce	ed to the fundam	entals of ma	, ,	ı ne proc	=
chniques used in market s	egmentation, positioning and designing marketing mix tools. The marketing mix is intro	oduced as a set o	f objectives	and decisions in th	e areas	of produc
icing, distribution and com						
· ·	rkplace Health, Safety anf Fire Prevention			ZK		3
•	of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code.		•			•
	aining. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fir nt. Safety signs and signals. Technical equipment.	e protection. Pub	iic neaith Pi	otection Act. Occup	Jalional	rnygiene.
n their actions.	ducting key interviews with subordinates and colleagues. Emphasis is placed on ensur	ing that students	use the acqu	uired skills in practio	ce and	
		ining		ZK		3
abor relations - establishme	ent, change and termination, liability of employer, liability of employee, collective barga	ining.		'		3
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The course is focused on the colicies and practices for effinganization. B2BC-P-VZRO-01 Trained at the same time it shou timuli within the teaching of inderstanding of key topics, B2BC-P-MOPR-01 Faire Applied Marketing course redibility and creativity in manarketing that incorporates it ites, landmarks, and cultura MC campaign element. This students will create an IMC and discussion. B2BE-P-BCOR-01 Burden at the course to help evel, and consists of session uch as fixed expressions, so the subject deals with corporate careful and their writing will be easied as B2BE-P-BCOR-02 Burden as gized easied as with corporate careful and their writing will concept, of the subject deals with corporate careful and of this concept, of ackground of this concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the subject deals with corporate careful and their writing concept, of the course of t	int, change and termination, liability of employer, liability of employee, collective barga ork Performance Management development of managerial skills in performance management in the organization. The cient performance management in the organization and the main tasks of managers in the initial performance management in the organization and the main tasks of managers in the performance management in the organization and the main tasks of managers in the initial performance management in the organization and the main tasks of managers in the performance management in the organization and the main tasks of managers in the initial performance management and leadership of the subject, which opens a didactically desirable space for starting a discussion between the subject, which opens a didactically desirable space for starting a discussion between its a suitable way to create and strengthen the professional competences of future special performance. Shion Industry Trends Diled Marketing The course combines theoretical knowledge with practical associative elements of gamification and edutainment. Working in teams, students will on the principle association of gamification and edutainment. Working in teams, students will only the strategy and design a campaign element that effectively integrates both online and offer strategy and design a campaign element that effectively integrates both online and offer strategy and design a campaign element that effectively integrates both online and offer strategy and design a campaign element that effectively integrates both online and offer strategy and punctuation etc. It will be to understand. The course also uncovers cultural differences in Czech and English is a course of the principle and prin	rough lectures are no various activities of people in an orgon students with acialists in the field udents will explorate activities and the development on email style, but I help students to business communication on email style, but I help students to business communication con email style, but I help students to business communication con email style, but I help students to business communications and the development of the students to business communications and the development of the students to business communications and the students are students and the students and the students are students are students are students and the students are students are students and the students are students are students are students are students are students.	in both discipanization. Prant emphasis d of manage e key strateg app concept e, students when to practional outputs when the also practic write effectivication	Z,ZK students will learn performance mana Z,ZK plinary and cross-d resenting a whole r s on a closer introd ment and HR. Z,ZK gies, the use of con g a mobile app prote a timed at promotin vill focus on crafting cal skills in media p vill be presented in ZK at intermediate or res more conventio ve emails, express ZK Z,ZK es on an explanatical reporting standar	effective gement isciplinate ange of luction attent, are only unique grand ealan improclass from all languages themselves on of the ds. It in	3 6 re strategie t in the 6 ary context f attractive and possib 6 3 nd the role or destination ue tourist executing a plementation or feedbace 3 intermedia guage area elves clear 3 6 e theoretic cludes a lii

Z,ZK

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of projects designed abroad, and in Czech conditions.

32BE-P-CRTH-02 Critical Thinking

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 pro		-
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the course develops and the course develops are develops.	· · · · · · · · · · · · · · · · · · ·	
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing	and language skills de	eveloped in this
course might be used across the curriculum.	7.71/	
32BE-P-CCMN-01 Cross-Cultural Management Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people	Z,ZK	6 ounds in the
business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of	=	
be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors lool		
culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation me	- '	ago azoat non
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 or		-
32BE-P-DIMA-01 Digital Marketing	Z,ZK	6
The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on Al-driven st	1 '	r behaviour in
the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and Al-enhance	d content creation such	as podcasting
and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing	ng impact of influence	r and affiliate
marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital publi	•	
analytics and Al for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum	n equips students with	the knowledge
and practical skills needed to navigate and succeed in the fast-evolving digital environment.	7.71	
32BC-P-DIMA-01 Digital Marketing	Z,ZK	6
32BC-P-EKBZ-02 Economic Security	Z	3
32BC-P-EKZP-01 Environmental Economics	Z,ZK	6
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	p a business plan (to s	select and use
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
32BC-P-ESGR-01 ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-ESGC-01 ESG Social Competences	Z,ZK	6
The course focuses on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The air	· ·	
necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social st	andards and ESG me	rics, ESG
reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.	7.71	
Q32-6 EuroTeQ 6 ECTS	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 condition of the set growth of the		- 1
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.	e of financial institution	s in the current
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6
•		6
32BC-P-FIUC-01 Financial Accounting	Z,ZK	6
32BC-P-ISPR-02 Information Systems and Design	Z,ZK	3
The course provides an introduction to standards for specifying business processes and software application requirements using BPMN and UM terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, a		
development, methods of process modeling using BPMN, and modeling of functional requirements for software applications using UML.	proaches to informati	on system
32BC-P-INPL-01 Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditi		
on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a mu	•	
of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environments	· · · · · · · · · · · · · · · · · · ·	-
latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and	quality of life (regiona	I value theory).
There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different re	sults.	
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 understa	nd what they may be o	onfronted with,
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may	threaten the success	of international
projects, linked to technical or interpersonal problems.		
32BE-P-IPW1-01 International Project Workshop I.	ZK	3
This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an internat	onal project approach	assist them in
answering questions that arise along the way, and capitalize on successful actions.		
32BE-P-IPW2-01 International Project Workshop II.	ZK	3
32BE-P-IPW2-01 International Project Workshop II. 32BE-P-ITRF-01 International Trade and Finance	Z,ZK	6
32BE-P-IPW2-01 International Project Workshop II. 32BE-P-ITRF-01 International Trade and Finance We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic compar	Z,ZK y with international an	6 bitions, maybe
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32BE-P-IPW2-01 International Project Workshop II. 32BE-P-ITRF-01 International Trade and Finance We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company 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 but also special training for working in an international environment The issue of international business and management is very extensive and composate two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade with its practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further stude for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and syn 32BC-P-KAPL-01 Career Planning and Development 32BC-P-MACA-01 Macroeconomic Analysis 32BC-P-MIN2-01 Business Informatics - Database Systems	Z,ZK y with international am well if you will work in omplex, we choose fro out securing cash flow y, but it is an important opathy for diversity Z ZK ZK	6 bitions, maybe technical field), m the overall s and financing starting point 3 3 6
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	Managerial Psychology	Z,ZK	3
	h the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at m ize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mar		
•	onality of the manager, they will get acquainted with the basic concepts of personality psychology.They will become acquainted	•	
	portance for successful performance of managerial activities, with psychic functions and processes applied in performing man	· ·	
= :	e principles of human development and psychological characteristics of selected developmental periods, personality psychol	_	
	f personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at	•	, ,
others and social phenome	nena around them with theoretical background and concepts of social psychology so that they can understand people's social	al 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, ear	specially in difficu	ult 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 mobbi	ing, bossing, buri	nout, etc.
32BC-P-MNNP-01 N	Managerial Tools and Calculations	Z,ZK	6
32BE-P-RMAR-01 N	Marketing Research	Z,ZK	6
The course focuses on the	e fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data	a. Students will le	earn how to
conduct marketing research	ch, interpret findings, and apply insights to marketing strategies.		
32BC-P-MKAP-02 N	Marketing Applications	Z,ZK	3
32BC-P-MKVY-01 N	Marketing Research	Z,ZK	6
After completing the cours	se, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the r	research 3. in rela	ation to them,
	d technique of solution from the used procedures and applications in the field of marketing practice. Students should be able	e to enter and sol	ve research
· · · · · · · · · · · · · · · · · · ·	and in cooperation with a professional research agency from the position of a marketing manager.		
	New Trends in Marketing Communication	Z,ZK	6
	ne dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in ma	arketing communi	cation such as
	se, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
32BC-P-PEBA-01 N	Money, banks, financial markets	ZK	3
32BE-P-RGDP-01 F	Planning of Regional Development	Z,ZK	3
The goal is to understand	the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Re	epublic, as well a	s of planning as
•	idents should get familiar with the core European concepts of regional and municipal development; particular attention will b	•	•
	the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development	from the perspec	tives of differen
	ions, and understand the need of cooperation, participation and democracy in practice.		
	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-POFI-01 C	Corporate Financial Management	Z,ZK	6
	leepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as	performance and	alysis. The mair
		-	
emphasis will be placed or	on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterp	-	arket value and
emphasis will be placed or maximize wealth for share	pholders.	orise, increase m	
emphasis will be placed or maximize wealth for share 32BE-P-PETR-02 F	Political Economy and International Trade Relations	Z,ZK	6
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32BE-P-WEBS-01 World Economy and Business

Z.ZK

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

32BC-P-ZAVR-01 | Employee Selection Process

7

3

The course is implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semester of the acad. year 2023/24, the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.

32BC-P-RECR-01 Employee recruitment and selection

ΚZ

3

The course expands knowledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job applicant materials. It also focuses on understanding the approaches employers use to assess the competencies and motivation of job applicants.

32BC-P-ZPDT-01 Business Data Processing

7 7K

6

Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.

Code of the group: B0413P - PVOK - AJ

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

Credits in the group: 12

Note on the group:

Note on the grou	•					
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BE-P-APMK-01	Applied Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová, Jonathan Edmund Holmes Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-BCOR-02	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	12B		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CRTH-02	Critical Thinking Ond ej Galuška Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-DIMA-01	Digital Marketing Ladislava Knihová Ladislava Knihová (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 (Gar.) Vincent Blaise Montenero Vincent Blaise	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	International Project Workshop I. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	23B		PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BE-P-RMAR-01	Marketing Research Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-RGDP-01	Planning of Regional Development Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-PETR-02	Political Economy and International Trade Relations Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV

32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C	PV
32BE-P-PRSK-03	Presentation Skills Anna Wagnerová Anna Wagnerová (Gar.)	Z	3	24B	PV
32BE-P-PRSK-02	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)	Z	3	0P+2C	PV
32BE-P-PRSK-01	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C	PV
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C	PV
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová	Z,ZK	4	2P+1C	PV
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	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

7.7K

4

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

32BE-P-MNGP-01 Principles of Management

Z.ZK

3

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

32BE-P-PMAR-01 Principles of Marketing

Z.ZK

4

The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.

32BE-P-APMK-01 Applied Marketing

Z.ZK

3

The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.

32BE-P-BCOR-01 Business Correspondence

7K

3

The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication

32BE-P-BCOR-02 Business Correspondence

ZK Z.ZK

3 6

32BE-P-CSRS-01 Corporate Social Responsibility

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

of projects designed abroad, and in Czech conditions. 32BE-P-CRTH-02 Critical Thinking

Z,ZK 3

32BE-P-CRTH-01 Critical Thinking

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

32BE-P-CCMN-01	Cross-Cultural Management	Z,ZK	6
Managing cultural divers	sity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from	om different backg	rounds in the
	dge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of diff		
	e core competencies of a successful manager in the global environment. The course is open to students of all majors looking	-	edge about how
	ment practices in international companies as well as the cultural orientations of individual managers and organisation memb		
32BE-P-DIMA-01		Z,ZK	6
-	ourse offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on Al-driven strate ts will explore modern marketing practices, including digital marketing research, search engine marketing, and Al-enhanced or	-	
-	urse further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing		-
, ,	sses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public re	•	
analytics and AI for perf	ormance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum ed	quips students wit	h the knowledge
and practical skills need	led to navigate and succeed in the fast-evolving digital environment.		
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	business plan (to	select and use
	I methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
	International Business Culture	Z,ZK	3
	arious cases encountered in international business to give participants examples of real-life situations, help them understand		
•	propriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the	reaten the succes	s of international
	ical or interpersonal problems.	71/	0
	International Project Workshop I.	ZK	3 h. assist them in
	for students participating in the IPW project. It has been designed to help them review certain crucial areas of an internationat arise along the way, and capitalize on successful actions.	агргојестарргоас	ıı, assist tiletti iN
	International Project Workshop II.	ZK	3
	International Trade and Finance	Z,ZK	6
	international made and Finance obalized world, in a world of open borders It is very likely that you will work in international company or in domestic company w		_
_	r this type of work you need not only training in economic and managerial fields as you study them today (and technical as we		-
•	for working in an international environment The issue of international business and management is very extensive and com	•	**
mosaic two fields that ye	ou 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	
	Marketing Research	Z,ZK	6
	the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing da	ata. Students will le	earn how to
	arch, interpret findings, and apply insights to marketing strategies.	7.71	
· ·	Planning of Regional Development	Z,ZK	3
-	nd the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech F Students should get familiar with the core European concepts of regional and municipal development; particular attention will		
•	n the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive developmer		·
	sions, and understand the need of cooperation, participation and democracy in practice.		
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. Severa	al topics dealing w	ith the economic
policy will be discussed:	External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance Policy and Policy approach will tackle the Balance Policy and Policy approach will be provided by the Balance Policy and Policy approach will be provided by the Balance Policy approach by the Balance Policy approa	of Payment analys	sis, emphasising
-	ansactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the impact of the capital account transactions.		
	relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive		•
	porations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of intern ssue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.	ational trade will t	be analyzed,
		Z,ZK	6
	Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed		-
_	discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the	-	-
· · · · · · · · · · · · · · · · · · ·	nd service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students th	=	
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
	porations, 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	e analyzed,
	ssue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.		
32BE-P-PRSK-02	Presentation Skills	Z	3
	Presentation Skills	Z	3
32BE-P-PRSK-01	Presentation Skills	ZK	3
· ·	n rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategie	_	-
•	kills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The coul	rse is aimed at inte	ermediate and
upper-intermediate leve		71/	2
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
	Social Determinants of Global Business	ZK	6
	World Economy and Business	Z,ZK	6
	tudents of the technical universities to international business. Throughout the course, an interesting contrast between the inspir policy will be done. When analysing the international business context, the student must interpret the role of big players, mair	-	
	assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topi	=	-
•	ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend	•	
sides markets, digital m	arkets, online system of payments. The methodology introduces to students the important section of International Business.	The course will for	cus on the links
	d domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protec		
	resent 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 develor		··	-
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3

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	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Olga Št pánková, Martin Macaš Martin Macaš 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-COSY-02	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	16B		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-02	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3			PV
32BC-P-ERGO-01	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3	2P+0C		PV
32BC-P-MATP-01	Applied Materials in Technology	ZK	3	2P+0C		PV
32BC-P-REGA-01	Techniques of Regional Analysis Vladimíra Šilhánková Vladimíra Šilhánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-TZTU-01	Technological Changes in Tourism Petr Studni ka, Lucie Plzáková (Gar.)	Z,ZK	3	1P+1C		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 Olga Št pánková, Martin Macaš Martin Macaš Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ik Jaroslav Bur ik Jaroslav Bur ik (Gar.)	ZK	3	2P+0C		PV
32BC-P-UKIB-02	Introduction to Cyber Security and Information Security Jaroslav Bur ik Jaroslav Bur ik Jaroslav Bur ik (Gar.)	ZK	3	16B		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-	1 Artificial Intelligence	Z,ZK	3
32BE-P-COSY-	O1 Communication Systems and Technologies	ZK	3

Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.

32BE-P-COSY-02 Communication Systems and Technologies ZK

Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.

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 provi	ides 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 5/4 HANA	_i Zn i	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 provi	des students with	knowledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.		

ZK

3

32BC-P-ERGO-02 Ergonomics

32BC-P-ERGO-01 Ergonomics	ZK	3			
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic recommendations.	uirements for work	king while sitting,			
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health					
issues caused by prolonged passive sitting in poorly adjusted conditions.					
32BC-P-MATP-01 Applied Materials in Technology	ZK	3			
32BC-P-REGA-01 Techniques of Regional Analysis	Z,ZK	3			
32BC-P-TZTU-01 Technological Changes in Tourism	Z,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, org	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	various means of t	ransport.			
32BE-P-TRST-01 Transportation Technology	ZK	3			
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It 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 management and/or economics.					
32BC-P-UMIN-01 Artificial Intelligence	Z,ZK	3			
32BC-P-UKIB-01 Introduction to Cyber Security and Information Security	ZK	3			
32BC-P-UKIB-02 Introduction to Cyber Security and Information Security	ZK	3			

Name of the block: Jazyky

Minimal number of credits of the block: 24

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 24 credits

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

Credits in the group: 24 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BL-P-ENL1-02	English Language 1 Eva Císlerová, Jonathan Edmund Holmes, Anna Wagnerová, Romana Janotová, Zuzana Chvatíková, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Barbora Maturová, Jana Rubešová, Kryštof Beták Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Radek Vít	Z,ZK	6	0P+4C		J
32BL-P-ENL3-02	English Language 3 Eva Císlerová, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Halka Varhaníková, Kryštof Beták, Dagmar Garlick Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Anna Wagnerová, Barbora Maturová, Lenka Pánková, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-ENL4-02	English Language 4 Radek Vít	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	French Language 1 Eva Císlerová, Abigail Rejchrtová Kozlíková Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-FRL2-01	French Language 2	Z,ZK	6	0P+4C		J
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ITL2-01	Italian Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL2-01	German Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-SPL1-01	Spanish Language 1 Eva Císlerová, Anna Wagnerová, Vanda Hanousková Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-SPL2-01	Spanish Language 2 Eva Císlerová	Z,ZK	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-ENL1-02 | English Language 1 Z | 6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All

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-ENL1-01 | 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-ENL2-01 | English Language 2

Z,ZK | 6

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

32BL-P-ENL2-02 | English Language 2

Z,ZK

7

7

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

32BL-P-ENL3-02 | English Language 3

6

6

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

32BL-P-ENL3-01 English Language 3

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 crientation in a wide-range of topics, on strengthaning and improving grammar. All

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

32BL-P-ENL4-01 | English Language 4

Z,ZK

6

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

32BL-P-ENL4-02 English Language 4

Z,ZK

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

32BL-P-FRL1-01	French Language 1	Z	6
32BL-P-FRL2-01	French Language 2	Z,ZK	6
32BL-P-ITL1-01	Italian Language 1	Z	6
32BL-P-ITL2-01	Italian Language 2	Z,ZK	6
32BL-P-GEL1-01	German Language 1	Z	6
Elementary German. E	xplanation of and practising all language skills: speaking, reading, writing and listening.		
32BL-P-GEL2-01	German Language 2	Z,ZK	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: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

32BL-P-SPL2-01 | Spanish Language 2

Z,ZK

6

The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

List of courses of this pass:

Code	Name of the course	Completion	Credits
32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-BOZP-01	Workplace Health, Safety 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 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.

32BCP-CRMN01 Customer Relationship Management Z,ZK 3

The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management and differentiated customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.

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32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3

Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport.

2BC-P-DSCR-01	Tax System in Czechia	ZK	3
	he issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation		-
2BC-P-EKBZ-02	Economic Security	Z	3
2BC-P-EKZP-01	Environmental Economics	Z,ZK	6
2BCP-ERGO-01	Ergonomics Ergonomics	ZK	3
· ·	ے e theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requiren		-
·	puter. The course also includes understanding spatial perception and the interaction between a person and their environment	-	-
200 D ED00 00	issues caused by prolonged passive sitting in poorly adjusted conditions.	71/	
2BC-P-ERGO-02	Ergonomics	ZK	3
2BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
	nowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is to ing an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standa reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.	· ·	-
2BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
2BC-P-FIAN-01	Financial Analysis	Z,ZK	6
	·		
2BC-P-FIDS-02	Financial and Tax Environment state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of ar	Z,ZK	6
efinition of the category "f	financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina tet system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcu	ncial institutions	
2BC-P-FIUC-01	Financial Accounting	Z,ZK	6
2BC-P-INFO-01	Informatics	Z,ZK	6
2BC-P-INPL-01	Innovation Policies	KZ	3
	 urial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. Th		1
ter can aim to foster com There are b	s ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and appetitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality both synergies and tensions among those approaches so innovation policies at both national and local level can bring very difference.	of life (regional referent results.	value theo
2BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
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Γhe course provides an ir	ntroduction to standards for specifying business processes and software application requirements using BPMN and UML standards for specifying business processes and software application requirements using BPMN and UML standards for specifying business processes and software application requirements using BPMN and UML standards for specifying business processes and software application requirements using BPMN and UML standards for specifying business processes and software application requirements using BPMN and UML standards for specifying business processes and software application requirements using BPMN and UML standards for specific processes and software application requirements using BPMN and UML standards for specific processes and software application requirements using BPMN and UML standards for specific processes and software application requirements are specific processes.	dards. It covers f	
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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

•	its will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, e point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mo	obbina bossina hurn	out, etc
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
	e marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of		-
	ons, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, ne		
2BC-P-MRTR-01	New Trends in Marketing Communication	Z,ZK	6
	the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in the connection with AI and new-age technologies, focusing on the connection with AI and new-age technologies, focusing the connection with AI and new-age technologies and the connection with AI and th		on such a
	marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategie	S.	
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information on co	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets	s. Emphasizing the im	portance
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-POFI-01	Corporate Financial Management	Z,ZK	6
	deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as		-
emphasis will be placed	on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	prise, increase marke	t value an
	maximize wealth for shareholders.		
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining	g	
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18
The classification of the	subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opport	unity to acquire qualit	y skills and
experience. MÚVS si	upports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The st	tady plans includes a	3-month
	long-term professional internship.		
32BC-P-RECR-01	Employee recruitment and selection	KZ	3
The course expands kno	owledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job a	pplicant materials. It a	also focuse
•			
	on understanding the approaches employers use to assess the competencies and motivation of job applicants.		
32BC-P-REGA-01	Techniques of Regional Analysis	Z,ZK	3
32BC-P-REGA-01 32BC-P-RHPV-01	Techniques of Regional Analysis Work Performance Management	Z,ZK	6
32BC-P-REGA-01 32BC-P-RHPV-01 The course is focused o	Techniques of Regional Analysis Work Performance Management n the development of managerial skills in performance management in the organization. Through lectures and seminars, stude	Z,ZK ents will learn effective	6 e strategies
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•	EMPLOYER SELECTION PROCESS	Z	3
•	Employee Selection Process		
	he form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but ill be able to practice the professional skills needed for the selection process and applying for job positions from the perspective	-	-
	reated a special space for practicing model situations and for discussing real problems from practice. In the summer semester of		
ompany. In the course will be t	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	ine acad. ye	5ai 2025/2·
2BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-ZPDT-01	· · · · · · · · · · · · · · · · · · ·	Z,ZK	6
Design of primary system data	base, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and	dimensions	design an
	implementation for decision making purposes and results reporting using pivot charts and tables.		
32BC-P- LZD-01	Human Resources Management	ZK	3
	principles and practices of human resource management in the organization, explains the key role of human resource manageme		
	nization and introduces fundamental human resource functions that determine the competitiveness of the organization in the ma		
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-APMK-01	Applied Marketing	Z,ZK	3
The Applied Marketing course	focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of	content, an	d the role of
credibility and creativity in mark	eting communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app p	prototype fo	r destinatio
marketing that incorporates i	nnovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at pro	omoting unio	que tourist
sites, landmarks, and cultural	neritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on cr	afting and e	xecuting ar
MC campaign element. This ta	sk requires creative thinking, the application of key communication process concepts, and the development of practical skills in med	dia plan imp	lementatior
Students will create an IMC st	ategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presente	ed in class f	or feedback
	and discussion.		
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
ļ.	students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate		_
•	of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conve		
	tence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, expi		
· · · · · · · · · · · · · · · · · · ·	writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication		
32BE-P-BCOR-02	Business Correspondence	ZK	3
32BE-P-CCMN-01	·	Z,ZK	6
			-
	ays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from differences and their production of people from differences and their production of differences and their productions of differences and their productions of differences and their productions are differences ar	_	
-	cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different nation		
	competencies of a successful manager in the global environment. The course is open to students of all majors looking for deepe	_	e about nov
	management practices in international companies as well as the cultural orientations of individual managers and organisation m		_
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
	pes it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost), on lar		
	ectric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair?		
·	comes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. 1		
How here and how elsewher	e? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know ab		
	on (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is	s not for pe	ople but for
	on (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not a	s not for pe	ople but for
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32BE-P-INBC-01 Internatio	nal Business Culture	Z,ZK	3
he course examines various cases encountered in international business to gi	ive participants examples of real-life situations, help them understand what the	hey may be con	fronted with
nd train them to find appropriate solutions. It aims to develop the participants' : projects, linked	analytical ability in facing complex combinations of factors that may threaten to technical or interpersonal problems.	the success of	internation
2BE-P-IPW1-01 Internation	al Project Workshop I.	ZK	3
his course is intended for students participating in the IPW project. It has been answering questions that aris	n designed to help them review certain crucial areas of an international proje se along the way, and capitalize on successful actions.	ect approach, as	ssist them i
32BE-P-IPW2-01 Internation	al Project Workshop II.	ZK	3
2BE-P-ITRF-01 Internation	nal Trade and Finance	Z,ZK	6
	ic and managerial fields as you study them today (and technical as well if you of international business and management is very extensive and complex, and international finance Both fields are closely related: trade without securiness transactions This course is just a starting point for further study, but it is not in this course opens one more dimension: mutual understanding and syntaxing transactions.	u will work in tective choose from ng cash flows a an important sinpathy for divers	chnical field the overal and financin tarting poin
328E-P-MACR-01 Ma This course provides the main macroeconomic concepts to understand how	acroeconomics	ZK	3
representations of equilibrium conditions are extensively used for easy compre the goods and financial markets in the short run, is extended by the labor mark economic growth framework is also covered. The open economy specifics rel including the Policy Trilemma or Impossible Trinity concept. The main textbook	ehension and flexibility. The canonical IS-LM (investment-saving, liquidity-movet and thus by the Phillips curve in the medium run. In the long run, the Sollated to exports-imports and exchange rates are presented within the famou	oney) model, ch ow model as a f is Mundell-Flem	aracterizing fundamenta iing model,
I	croeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems, but also from the perspective of the government. Modern technologies have de the effective allocation of scarce resources. However, there are still valid rules at the total utility achieved. For companies, this is a profit motivation in an environ the industry (too high monopoly power). The last player in microeconomic relation of scarce resources in the context of companies.	eeply influenced the way households decide on the optimal consumer baske and principles that remain unchanged for microeconomic entities. For housel ment of sometimes too predatory competition and other times in an environr	et and companie holds, it is about ment of barriers	es decide or t maximizing to entry into
32BE-P-MNGP-01 Principl	es of Management	Z,ZK	3
Management is a key discipline in the life of a company, institution, and society changes are getting faster. Knowing the basics of management is a necessity in However, it is not just a question of taking a basic course, managers must be deals with the basics of management in the context of its modern trends ar	not only for managers, practically for all employees who hold key positions in	n the company on the company of the	or institution The course
22BE-P-PETR-01 Political Economy of	of International Trade Relations	Z,ZK	6
	n core issues of international trade and domestic policies, such as diverse d ade. A set of case studies relating to the present state of affairs of internation and the Industrial promotion, purposely implemented by developed countrie	evelopment stra nal trade will be es.	ategies, the analyzed,
1	nd International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theologicy will be discussed: External Balance, Exchange Rate Policy, Free Markets the good and service transactions vs the capital flows registered in the capital political economy (IPE) relating to international trade. The course will focus or	s vs. Strategic Trade Policy. A modern approach will tackle the Balance of Pay al account transactions. The methodology introduces to students the importa n core issues of international trade and domestic policies, such as diverse d	ment analysis, eant section of Intervelopment stra	emphasisin ternational
role of multinational corporations, and the policies of protectionism or free tra	ade. A set of case studies relating to the present state of affairs of internation and the industrial promotion, purposely implemented by developed countries.		analyzed,
role of multinational corporations, and the policies of protectionism or free tra- including the breaking issue of Strategic Trade Policy	and the industrial promotion, purposely implemented by developed countries	es.	
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Transportation Technology The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the besice problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, compared the management, strategic management and concepts of the field. It is an ideal area for applying knowledge in the field of project management, strategic management under economics. 25EE-PAVEESO! The course introduces students of the technical universities to international business. Provides the course, an interesting contrast between the inspiring trade theory instances of economic policy will be done. When analyzing the international business context, the student management and the provides trade to the course and the alternative instances of economic policy will be discussed. External Balance, Exchange Rate Policy, Fise Marines is very strategic. The first policy of the National Provides in the India and Context in the India and India and Context in the India and India an
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English Language 4 Z,ZK 6 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and istening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. 32BL-P-FRL1-01 French Language 1 Z 6 32BL-P-FRL2-01 French Language 2 Z,ZK 6 32BL-P-GEL1-01 German Language 1 Z 6
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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-FRL2-01 French Language 2 Z,ZK 6 32BL-P-GEL1-01 German Language 1 Z 6
32BL-P-FRL2-01 French Language 2 Z,ZK 6 32BL-P-GEL1-01 German 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-GEL2-01 German Language 2 Z,ZK 6
32BL-P-ITL1-01 Italian Language 1 Z 6
32BL-P-ITL2-01 Italian Language 2 Z,ZK 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: speaking, reading, listening and
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed
EXCLUSIVELY for beginners. Special Language 2. 7.7/ 6.
32BL-P-SPL2-01 Spanish Language 2 Z,ZK 6
The course is suitable for hachelor students, who successfully completed the course Spanish language 1. The course develope all language extills in the Spanish language on the level
The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The
A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.
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Physical Education