Study plan

Name of study plan: B0413P050061 Ekonomika a management (OZ103 Řízení firemních procesů) 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 předměty B0413P050061 Ekonomika a management (profesní studijní program)

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

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

Credits in the group: 102 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BC-P-BCPR-01	Bachelor Thesis Jiří Zmatlík, František Hřebík, Lenka Emrová, Miroslav Sponer, Martin Šikýř, 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 Hřebík František Hřebík (Gar.)	ZK	3	2P+0C		Z
32BC-P-RTBS-01	Retail Business	ZK	3	2P+0C		Z
32BC-P-TQMN-01	Quality Management Ondřej Hykš Ondřej Hykš (Gar.)	ZK	3	2P+0C		Z
32BC-P-MAT1-01	Mathematics 1 Nikola Kaspříková, Eliška Cézová, Jiří Nárožný, Leopold Herrmann Nikola Kaspříková Nikola Kaspříková (Gar.)	Z,ZK	6	2P+2C		z
32BC-P-MAT2-01	Mathematics 2 Nikola Kaspříková	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 Hřebík, Petr Makovský, Petr Adámek František Hřebík František Hřebík (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 Jiří Všetečka Jiří Všetečka Jiří Všetečka (Gar.)	ZK	3	2P+0C		Z
32BC-P-PRX3-01	Internship Soña Cupalová Soňa 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 Studnička Petr Studnička (Gar.)	Z	2	1P+1C		Z
32BC-P-ŘLZD-01	Human Resources Management Martin Šikýř Martin Šikýř (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, Jiří Nárožný Jiří 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 Dvořáková Zuzana Dvořáková (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 Vymětal Petr Vymětal (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 předměty B0413P050061 Ekonomika a management (profesní studijní program)

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

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

32BC-P-MACR-01 Macroeconomics	ZK	3
32BC-P-RTBS-01 Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and	understanding of its busine	ess 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
32RF-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 ČVUT 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 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

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-ŘLZD-01	1 Human Resources Management	ZK	3
I			

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 or	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 i	ndividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that ma	ake up the content	of the study
(economics, manager	nent, marketing).		
32BC-P-STAT-01	Statistics	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-0	1 Principles of Management	Z,ZK	3
(planning, organizing, organizational structure	key concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on under decision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students wil e, change management, and the importance of goals in strategic management. The course covers current topics such as intended for or artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework ant.	I learn about vario	ous forms of on, the use of
32BC-P-MRKZ-0	1 Pripciples of Marketing	Z,ZK	4
Students who take the	marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of ir	ntermediate distrib	ution links,
marketing communica	tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new trends in marketing mix and its application, product policy, new trends in marketing mix and its application, product policy, new trends in marketing mix and its application, product policy, new trends in marketing mix and its application, product policy, new trends in marketing mix and its application, product policy, new trends in marketing mix and its application of the marketing mix and marketing mix and mix	ew product, and p	roduct life cycle.
32BC-P-ZODB-0	1 Fundamentals of Thesis	KZ	2
32BC-P-PMNZ-0	1 Fundamentals of Project Management	ZK	3

Z,ZK

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 66

The role of the block: PV

Code of the group: B0413P - OZ103

32BC-P-UCTO-01 Basics of Accounting

Name of the group: Povinně volitelné předměty oborového zaměření B0413P050061, 103 Řízení firemních

procesů

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-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-MNNP-01	Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer Miroslav Sponer Miroslav Sponer (Gar.)	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ103 Name=Povinně volitelné předměty oborového zaměření B0413P050061 103 Řízení firemních procesů

Z,ZK	6			
of an advanced ma	arket economy.			
f financial institution	ns in the current			
Z,ZK	6			
Z,ZK	6			
Z,ZK	6			
as performance and	alysis. The main			
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and				
maximize wealth for shareholders.				
	of an advanced months of financial institution of financial institution of the second			

Code of the group: B0413P - PVOK - ALL

Name of the group: Povinně volitelné předměty 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)	Completion	Credits	Scope	Semester	Role
32BC-P-MOPR-01	Tutors, authors and guarantors (gar.) Fashion Industry Trends	Z,ZK	6	2P+2C		PV
32BE-P-APMK-01	Vladimíra Khelerová Vladimíra Khelerová Vladimíra Khelerová (Gar.) Applied Marketing	Z,ZK	3	1P+1C		PV
32BC-P-BOZP-01	Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.) Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
32BE-P-BCOR-01	Business Correspondence	ZK	3	0P+2C		PV
32BE-P-BCOR-02	Eva Císlerová, Jonathan Edmund Holmes Eva Císlerová Eva Císlerová (Gar.) Business Correspondence	ZK	3	12B		PV
32BE-P-CSRS-01	Eva Císlerová Eva Císlerová Eva Císlerová (Gar.) Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-02	Irena Jindřichovská Irena Jindřichovská Irena Jindřichovská (Gar.) Critical Thinking	Z,ZK	3	0P+2C		PV
32BE-P-CRTH-01	Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.) Critical Thinking	ZK	3	0P+2C		PV
	Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.) Cross-Cultural Management					
32BE-P-CCMN-01	Eva Císlerová 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 Hřebík	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 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 Dvořáková	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 Jiří Kaiser Jiří Kaiser Jiří 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 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 Oldřich Bronec	Z,ZK	6	2P+2C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šikýř, Pavel Andres, Kateřina Tomešková, Eva Šírová Martin Šikýř Pavel Andres (Gar.)	Z	3	16B		PV
32BC-P-KODO-01	Communication Skills in Management Practice Lenka Emrová 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 Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek	ZK	6	0P+4C		PV

SBC-P-MNNP-01 Managerial Tools and Calculations SBC-P-MNNP-01 Managerial Tools and Calculations SBC-P-MNRP-02 Marketing Research Individual Marketing Marketing Research Individual Marketing Marketing Communication Individual Marketing Marketing Individual Marketing Communication Individual Marketing Marketing Individual Marketing Communication Individual Marketing Marketing Individual Marketing Marketing Individual Marketing Marketi	32BC-P-MNPS-01	Managerial Psychology	Z,ZK	3	1P+1C	PV
SEEP_PMRR-01		Lenka Emrová Lenka Emrová (Gar.)				
SEBC-P-MKNP-02	32BC-P-MNNP-01	Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6		PV
SEC-P-MKVY-01	32BE-P-RMAR-01	Marketing Research Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C	PV
S2BE-P-MICR-01 Microeconomics Micr	32BC-P-MKAP-02		Z,ZK	3	1P+1C	PV
Peter Additionary Pete	32BC-P-MKVY-01		Z,ZK	6	2P+2C	PV
280C-P-PEBA-01 Money, banks, financial markets ZK 3 2P+0C PV	32BE-P-MICR-01		Z,ZK	4	2P+1C	PV
28BE-P-RGDP-01 Planning of Regional Development Local Debrucká (Jucia	32BC-P-MRTR-01		Z,ZK	6	2P+2C	PV
2826-P-POPL-01 Enterpreneurship and Business Plan Z.ZK 6 2P+2C PV 3286-P-POFL-01 Enterpreneurship and Business Plan Z.ZK 6 2P+2C PV 3286-P-POFL-01 Corporate Financial Management Membrash Sponer Microsity Sponer (Gar.) Z.ZK 6 2P+2C PV 3286-P-PETR-02 Political Economy and International Trade Relations Helmith Yesid Arias Gomez (Fall Internat	32BC-P-PEBA-01		ZK	3	2P+0C	PV
STREEP-POFF-01 Corporate Financial Management Minoslav Sponer (Gair) Z,ZK 6 2P+2C PV	32BE-P-RGDP-01	Planning of Regional Development Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	3	1P+1C	PV
Political Economy and International Trade Relations	32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C	PV
Political Economy and International Trade Relations	32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer Miroslav Sponer Miroslav Sponer (Gar.)	Z,ZK	6	2P+2C	PV
Political Economy of International Trade Relations	32BE-P-PETR-02	Political Economy and International Trade Relations	Z,ZK	6	2P+2C	PV
Agency A	32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid	Z,ZK	6	2P+2C	PV
Otokar Schlossberger Otakar Schlossberger (Gar.) Clarkar Schlossberger (Gar.) Eth. Clarkar Schlossberger (Gar.) Eth. Clarkar Schlossberger (Gar.) Eth. Clarkar Schlossberger (Gar.) Eth. Clarkar Schlossberger (Gar.) Z 3 0P+2C PV 32BE-P-PRSK-03 Presentation Skills Anna Wagnerová Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.) Z 3 24B PV 32BE-P-PRSK-01 Presentation Skills Eva Cisierová Anna Wagnerová Eva Cisierová (Gar.) ZK 3 0P+2C PV 32BE-P-MNGP-01 Principles of Management Dagnar Skokanová Dagnar Skokanová Dagnar Skokanová Dagnar Skokanová Dagnar Skokanová Dagnar Skokanová Z,ZK 4 2P+1C PV 32BE-P-PMR-01 Principles of Marketing Dagnar Skokanová Z,ZK 4 2P+1C PV 32BC-P-RHPV-01 Work Performance Management Marian Skyř Martin Skyř (Gar.) Z,ZK 6 2P+2C PV 32BC-P-CRIMN-01 Dusliness Operations Management Dagnar Skokanová Z,ZK 6 2P+2C PV 32BC-P-STGB-02 Social and Political Impacts of Modern ICT ZK 3 1P+1C PV 32BC-P-S	32BC-P-PRAP-01	Labor Law	ZK	3	2P+0C	PV
Eva Cislerová, Anna Wagnerová Eva Cislerová Gar.	32BC-P-PAOS-01	Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C	PV
Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.) ZK 3 OP+2C PV	32BE-P-PRSK-02		Z	3	0P+2C	PV
Presentation Skills	32BE-P-PRSK-03		Z	3	24B	PV
32BE-P-MNGP-01 Principles of Management Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.) Z,ZK 3 1P+1C PV 32BE-P-PMAR-01 Principles of Marketing Dagmar Skokanová Z,ZK 4 2P+1C PV 32BC-P-RHPV-01 Work Performance Management Martin Sikyř Martin Sikyř Martin Sikyř Martin Sikyř (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 Z,ZK 3 1P+1C PV 32BC-P-SDGB-02 Social and Political Impacts of Modern ICT ZK 3 1P+1C PV 32BC-P-STA2-02 Statistics 2 - practical tasks romáš Löster Tomáš Löster Tomáš Löster (Gar.) KZ 3 24B PV 32BC-P-TRRI-01 Management Theory and Practice Z,ZK 6 2P+2C PV 32BC-P-TROJ-01 Business Negotiation Skills Waldmira Khelerová KZ 3 0P+2C PV 32BC-P-UCSW-01 Accounting Software Matouš Machka Matouš Machka Matouš Machka (Gar.) ZK 3 0P+2C PV	32BE-P-PRSK-01	Presentation Skills	ZK	3	0P+2C	PV
32BC-P-RHPV-01 Work Performance Management Work Performance Management Skiyî Martin Sikiyî Martin Sikiyî (Gar.) Z,ZK 6 2P+2C PV	32BE-P-MNGP-01	Principles of Management	Z,ZK	3	1P+1C	PV
32BC-P-OBPR-01 Business Operations Management Z,ZK 6 2P+2C PV	32BE-P-PMAR-01		Z,ZK	4	2P+1C	PV
32BC-P-CRMN-01Customer Relationship Management Dagmar SkokanováZ,ZK31P+1CPV32BE-P-ICTI-01Social and Political Impacts of Modern ICTZK31P+1CPV32BE-P-SDGB-02Social Determinants of Global BusinessZK62P+2CPV32BC-P-STA2-02Statistics 2 - practical tasks Tomáš Löster Tomáš Löster Tomáš Löster (Gar.)KZ324BPV32BC-P-TPRI-01Management Theory and PracticeZ,ZK62P+2CPV32BC-P-TROJ-01Business Negotiation Skills Vladimira KhelerováKZ30P+2CPV32BC-P-UCSW-01Accounting Software 	32BC-P-RHPV-01		Z,ZK	6	2P+2C	PV
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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 Vladimira Khelerová KZ 3 0P+2C PV 32BC-P-UCSW-01 Accounting Software Matouš Machka 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 Vladimira Khelerová Vladimira Khelerová (Gar.) KZ 3 1P+1C PV 32BC-P-VZRO-02 Training and Staff Development Kateřina Tomešková Kateřina Tomešková (Gar.) Z,ZK 6 2P+2C PV 32BC-P-	32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová	Z,ZK	3	1P+1C	PV
32BC-P-STA2-02 Statistics 2 - practical tasks Tomáš Löster Tomáš Löster (Gar.) 32BC-P-TPRI-01 Management Theory and Practice Z,ZK 6 2P+2C PV 32BC-P-TROJ-01 Business Negotiation Skills Vladimíra Khelerová 32BC-P-UCSW-01 Accounting Software Matouš Machka Matouš Machka (Gar.) 32BC-P-UCSW-02 Accounting Software Matouš Machka Matouš Machka (Gar.) 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.) 32BC-P-VZRO-02 Training and Staff Development Kateřina Tomešková Kateřina Tomešková (Gar.) 32BC-P-VZRO-01 Training and Staff Development Xaleřina Tomešková Kateřina Tomešková (Gar.) 32BC-P-VEBS-01 Employee Selection Process Z 3 24B PV	32BE-P-ICTI-01	 	ZK	3	1P+1C	PV
32BC-P-TROJ-01 Management Theory and Practice Z,ZK 6 2P+2C PV	32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6	2P+2C	PV
32BC-P-TPRI-01 Management Theory and Practice Z,ZK 6 2P+2C PV	32BC-P-STA2-02	Statistics 2 - practical tasks Tomáš Löster Tomáš Löster (Gar.)	KZ	3	24B	PV
Second S	32BC-P-TPRI-01		Z,ZK	6	2P+2C	PV
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32BC-P-ZAVR-01 Employee Selection Process Z 3 24B PV	32BE-P-WEBS-01	World Economy and Business	Z,ZK	6	2P+2C	PV
Employee colection i rocco	32BC-P-ZAVR-01		Z	3	24B	PV
32BC-P-RECR-01 Employee recruitment and selection KZ 3 16B PV 2uzana Dvořáková Zuzana Dvořáková Zuzana Dvořáková Zuzana Dvořáková (Gar.)		Employee recruitment and selection			+ +	
32BC-P-ZPDT-01 Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.) Z,ZK 6 2P+2C PV	32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6	2P+2C	PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - ALL Name=Povinně volitelné předměty odborné kompetence B0413P050061, celkový min. požadavek

This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations des representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquid 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 economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the faincluding the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course sessions. 32BE-P-MICR-01 Microeconomics The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participan but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For he total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of som	ity-money) model, as Solow model as mous Mundell-Fle has only lectures Z,ZK ats, households, as basket and companiouseholds, it is all nivironment of barri	characterizing s a fundamental ming model, and no exercise 4 and companies, anies decide on cout maximizing iers 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. Some	etimes it is an effic	cient 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 changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key posit	content, methods ions in the compa	and tools, while ny 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 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 econo		
32BE-P-PMAR-01 Principles of Marketing	Z.ZK	4
The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing	, ,	•
techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and	decisions in the ar	eas of product,
pricing, distribution and communication.		
32BC-P-FIDS-02 Financial and Tax Environment	Z,ZK	6
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.		- 1
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6
32BC-P-MNNP-01 Managerial Tools and Calculations	Z,ZK	6
32BC-P-POFI-01 Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as		
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter maximize wealth for shareholders.	prise, increase m	arket value and
32BC-P-MOPR-01 Fashion Industry Trends	Z,ZK	6
32BE-P-APMK-01 Applied Marketing	Z,ZK Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, i	, ,	-
credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a m	obile app prototyp	e for destination
marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aim		
sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will fo	•	•
IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical s Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will b		
and discussion.	o p. 00000 0	00 101 10000000
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. I		nd obligations.
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protect	ion Act. Occupation	onal hygiene.
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BE-P-BCOR-01 Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at in level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices m		
such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective er		
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	3
32BE-P-CSRS-01 Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses of	n an explanation o	of the theoretical
background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	•	
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and processes are strategies are strategies and processes are strategies and processes are strategies and processes are strategies are strategies and processes are strategies are strategies and processes are strategies and processes are strategies are strategies are strategies and processes are strategies and strategies are strateg	and practices cove	er case studies
of projects designed abroad, and in Czech conditions. 32BE-P-CRTH-02 Critical Thinking		
32BE-P-CRTH-01 Critical Thinking	7 7K	2
32BE-F-ORTH-01 Chilical Hilliking	Z,ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and probler discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	ZK m-solving skills. T	3 hrough the
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and	ZK m-solving skills. T d in the practice o	3 hrough the f reasoned
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum.	ZK m-solving skills. Ti d in the practice o d language skills c	3 hrough the f reasoned leveloped in this
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum. 32BE-P-CCMN-01 Cross-Cultural Management	ZK m-solving skills. To d in the practice of d language skills of	3 hrough the if reasoned leveloped in this
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum. 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 from	ZK m-solving skills. To d in the practice of d language skills of Z,ZK om different backg	3 hrough the f reasoned leveloped in this 6 rounds in the
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum. 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 from business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences.	ZK m-solving skills. The dring the practice of the dring and the skills of the dring and the dring a	3 hrough the f reasoned leveloped in this 6 rounds in the ures and could
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum. 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 from business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences are considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking	ZK m-solving skills. To d in the practice of d language skills of Z,ZK om different backgerent national culti	3 hrough the f reasoned leveloped in this 6 rounds in the ures and could
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and course might be used across the curriculum. 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 from business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences are considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.	ZK m-solving skills. Ti d in the practice of d language skills of Z,ZK om different backgerent national cult of or deeper knowlers.	3 hrough the f reasoned leveloped in this 6 rounds in the ures and could
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The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on Al-driven strat the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and Al-enhanced cand storytelling. The course further examines video and mobile marketing supported by Al, innovative approaches to social media, and the growing	Z,ZK	6
	egies and consum	er behaviour in
and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing		
	-	
marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public reanalytics and AI for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum e	-	1
and practical skills needed to navigate and succeed in the fast-evolving digital environment.	quips students with	i tile kilowiedge
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 a		-
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	t buoin ooo pian (to	
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 aim is		-
necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social stan		· .
reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.		
Q32-6 EuroTeQ 6 ECTS	Z,ZK	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 UML s	1 ' 1	fundamental
terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, appr	oaches to informat	ion system
development, methods of process modeling using BPMN, and modeling of functional requirements for software applications using UML.		
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 condition	s. The ability to inn	ovate depends
on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much	more flexible, yet a	ılso vital, point
of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment	-	
latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quantum control of the competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quantum control of the competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quantum control of the competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quantum control of the competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quantum control of the c		al value theory).
There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results and the synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results are approached by the synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results are approached by the synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results are approached by the synergies		_
32BE-P-INBC-01 International Business Culture	Z,ZK	3
The course examines various cases encountered in international business to give participants examples of real-life situations, help them understand		
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the	reaten the success	of international
projects, linked to technical or interpersonal problems.	71/	
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 internation answering questions that arise along the way, and capitalize on successful actions.	ai project approaci	i, assist trieffi ili
32BE-P-IPW2-01 International Project Workshop II.	ZK	3
32BE-P-ITRF-01 International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company v	1 ' 1	-
you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as we		- 1
but also special training for working in an international environment The issue of international business and management is very extensive and com	=	
mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without	securing cash flov	om the overall
is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, t	out it is an importar	s and financing
is practically impossible, while international finance is largely tocused on business transactions This course is just a starting point for further study, t for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	· ·	s and financing
	· ·	s and financing
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	s and financing at 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 32BC-P-KAPL-01 Career Planning and Development	thy for diversity Z Z,ZK	s and financing at starting point 3
for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa 32BC-P-KAPL-01 Career Planning and Development 32BC-P-KODO-01 Communication Skills in Management Practice	thy for diversity Z Z,ZK erial skills related t	s and financing at starting point 3 6 o the successful
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32BC-P-MKVY-01 Marketing Research		
32DC-P-ININ VI-01 Marketing nesearch	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of	the research 3. in rela	ation to them,
determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be	e able to enter and sol	ve research
problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
32BC-P-MRTR-01 New Trends in Marketing Communication	Z,ZK	6
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches	in marketing communi	cation such as
marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
32BC-P-PEBA-01 Money, banks, financial markets	ZK	3
32BE-P-RGDP-01 Planning of Regional Development	Z,ZK	3
The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Cze		
a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive develop		· · · · · · · · · · · · · · · · · · ·
stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.	ment nom the perspec	tives of different
32BC-P-POPL-01 Entrepreneurship and Business Plan	Z,ZK	6
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. Se		-
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Bala		
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as		
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 in	ternational trade will b	e analyzed,
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.		
32BE-P-PETR-01 Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed to the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed to the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed to the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed to the course, and the course of	pped. Several topics de	ealing with
economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tack	kle the Balance of Pay	ment analysis,
emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to studen	•	
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as	•	•
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 in	ternational trade will b	e analyzed,
including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.	714	
32BC-P-PRAP-01 Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	71/	
32BC-P-PAOS-01 Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial modes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	arkets. Emphasizing tr	ie importance of
32BE-P-PRSK-02 Presentation Skills	Z	3
32BE-P-PRSK-03 Presentation Skills	Z	3
	ZK	
32BE-P-PRSK-01 Presentation Skills	1	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strat- their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The		-
upper-intermediate level.	course is annea at inte	imediate and
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,		-
policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to		
organization.	· ·	
32BC-P-OBPR-01 Business Operations Management	Z,ZK	6
32BC-P-CRMN-01 Customer Relationship Management	Z,ZK	3
		_
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation	customers. Emphasis	
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key	•	
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management a	•	3
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The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 32BE-P-SDGB-02 Social Determinants of Global Business 32BC-P-STA2-02 Statistics 2 - practical tasks Management Theory and Practice 32BC-P-TROJ-01 Business Negotiation Skills	zer introduced. ZK ZK KZ KZ KZ KZ	6 3 6 3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 32BE-P-SDGB-02 Social Determinants of Global Business 32BC-P-STA2-02 Statistics 2 - practical tasks 32BC-P-TPRI-01 Management Theory and Practice 32BC-P-TROJ-01 Business Negotiation Skills 32BC-P-UCSW-01 Accounting Software	zK ZK ZK KZ Z,ZK KZ Z,ZK KZ	6 3 6 3 3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT Social Determinants of Global Business Social Determinants o	zK ZK ZK KZ Z,ZK KZ ZK KZ Z,ZK KZ	6 3 6 3 3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 32BE-P-SDGB-02 Social Determinants of Global Business 32BC-P-STA2-02 Statistics 2 - practical tasks 32BC-P-TPRI-01 Management Theory and Practice 32BC-P-TROJ-01 Business Negotiation Skills 32BC-P-UCSW-01 Accounting Software 32BC-P-UCSW-02 Accounting Software 32BC-P-UDPD-01 Sustainability and Product Design	zK ZK ZK KZ Z,ZK KZ ZK ZZ,ZK ZK ZK ZK ZK ZK ZK ZK ZK	6 3 6 3 3 3 6
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 32BE-P-SDGB-02 Social Determinants of Global Business 32BC-P-STA2-02 Statistics 2 - practical tasks 32BC-P-TPRI-01 Management Theory and Practice 32BC-P-TROJ-01 Business Negotiation Skills 32BC-P-UCSW-01 Accounting Software 32BC-P-UCSW-02 Accounting Software 32BC-P-UDPD-01 Sustainability and Product Design 32BC-P-VETY-01 Team Management	zk ZK ZZ ZZK KZ ZK ZK ZK ZZK ZZK ZZK ZZK	6 3 6 3 3 3 6 3
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The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01	zK ZK ZK KZ Z,ZK KZ ZK ZK ZK ZK ZK ZK ZK ZK ZXK ZXK ZX	6 3 6 3 3 6 3 6 3 6 6 0 blinary contexts, se of attractive
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relation customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management at 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 32BE-P-SDGB-02 Social Determinants of Global Business 32BC-P-STA2-02 Statistics 2 - practical tasks 32BC-P-TPRI-01 Management Theory and Practice 32BC-P-TROJ-01 Business Negotiation Skills 32BC-P-UCSW-01 Accounting Software 32BC-P-UCSW-02 Accounting Software 32BC-P-VETY-01 Sustainability and Product Design 32BC-P-VETY-01 Team Management 32BC-P-VZRO-02 Training and Staff Development 32BC-P-VZRO-01 Training and Staff Development	zK ZK ZK KZ Z,ZK KZ ZK ZK ZK ZK ZK ZK ZK ZK ZK ZX ZK ZX	6 3 6 3 3 6 3 6 3 6 6 0 blinary contexts, se of attractive

32BE-P-WEBS-01 World Economy and Business

Z.ZK

6

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

32BC-P-ZAVR-01 Employee Selection Process

Z

3

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

32BC-P-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: Povinně volitelné předměty 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 Jindřichovská Irena Jindřichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CRTH-02	Critical Thinking Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Cislerová 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.)	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 Oldřich 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 (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=Povinně volitelné předměty odborné kompetence B0413P050061 v anglickém jazyce

32BE-P-MACR-01 Macroeconomics

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

32BE-P-MICR-01 Microeconomics

7 7K

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

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

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

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

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 32BE-P-CSRS-01 Corporate Social Responsibility

ZK Z.ZK 3

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 32BE-P-CRTH-01 Critical Thinking

Z,ZK 3

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

32BE-P-CCMN-01	Cross-Cultural Management	Z,ZK	6
Managing cultural divers	sity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from	om different backç	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 strat ts will explore modern marketing practices, including digital marketing research, search engine marketing, and Al-enhanced o	_	
-	urse further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing		· -
, ,	sees email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public re	•	
-	ormance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum e		
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
Students will be able to	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	business plan (to	select and use
relevant information and	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
32BE-P-INBC-01	International Business Culture	Z,ZK	3
The course examines va	arious cases encountered in international business to give participants examples of real-life situations, help them understand	what they may be	confronted with,
and train them to find ap	propriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the	reaten the success	s of international
projects, linked to techn	ical or interpersonal problems.		
	International Project Workshop I.	ZK	3
	for students participating in the IPW project. It has been designed to help them review certain crucial areas of an internation	al project approac	h, assist them in
	at arise along the way, and capitalize on successful actions.		
	International Project Workshop II.	ZK	3
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
_	obalized world, in a world of open borders It is very likely that you will work in international company or in domestic company v		-
•	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	•	
	ou will surely meet in your practice: international trade and international finance Both fields are closely related: trade without , while international finance is largely focused on business transactions This course is just a starting point for further study, b	_	-
	the combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	=	nit starting point
	Marketing Research	Z,ZK	6
	the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing da	1 ' 1	-
	arch, interpret findings, and apply insights to marketing strategies.	tia. Otagorito Wiii it	sam now to
	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 I	1 ' 1	_
-	Students should get familiar with the core European concepts of regional and municipal development; particular attention will	-	
planning culture rooted i	n the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive developmen	nt from the perspec	ctives of different
stakeholders and profes	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. Several	al topics dealing w	ith the economic
	External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance		
•	ansactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the impact of the capital account transactions are the capital flows registered in 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	ational trade will b	e analyzed,
	ssue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.	7.71/	0
	Political Economy of International Trade Relations	Z,ZK	6
_	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 t	· ·	-
· · ·	nd service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students th	=	=
	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	=	-
including the breaking is	ssue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.		
32BE-P-PRSK-02	Presentation Skills	Z	3
32BE-P-PRSK-03	Presentation Skills	Z	3
	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 cou	-	= -
upper-intermediate leve	l.		
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02	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	1 ' 1	-
	policy will be done. When analysing the international business context, the student must interpret the role of big players, main	-	
Alongside, he/she must	assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topi	ics affecting the in	ternational
	ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend		· ·
-	arkets, online system of payments. The methodology introduces to students the important section of International Business.		
	d domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protect		
	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 develop		7 71/	2
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3

Code of the group: B0413P - PVT

Name of the group: Povinně volitelné technické předměty B0413P050061 Ekonomika a management (profesní

studijní program)

32BC-P-REGA-01

32BC-P-TZTU-01

32BC-P-DOPT-01

32BE-P-TRST-01

32BC-P-UMIN-01

32BC-P-UKIB-01

32BC-P-UKIB-02

32BC-P-ERGO-02 Ergonomics

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

Techniques of Regional Analysis

Technological Changes in Tourism

Artificial Intelligence

Transportation Technology
Michal Mervart Michal Mervart (Gar.)

Transportation Technology

Odřích Bronec Oldřich Bronec (Gar.)

Jaroslav Burčík Jaroslav Burčík (Gar.)

Vladimíra Šilhánková Vladimíra Šilhánková Vladimíra Šilhánková (Gar.)

Petr Studnička, Lucie Plzáková Petr Studnička Lucie Plzáková (Gar.)

Olga Štěpánková, Martin Macaš Martin Macaš Olga Štěpánková (Gar.) **Introduction to Cyber Security and Information Security**

Introduction to Cyber Security and Information Security
Jaroslav Burčík Jaroslav Burčík (Gar.)

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

Credits in the group: 9

Note on the groเ	ıp:					
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 Štěpánková, Martin Macaš Martin Macaš Olga Štěpánková (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

Z,ZK

Z,ZK

ZK

ΖK

Z,ZK

ZK

7K

3

3

3

3

3

3

1P+1C

1P+1C

2P+0C

2P+0C

1P+1C

2P+0C

16**R**

Р۷

Р۷

ΡV

PV

PV

PΝ

3

3

ΖK

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVT Name=Povinně volitelné technické předměty B0413P050061 Ekonomika a management (profesní studijní program)

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

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 Čakovice. 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

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 Čakovice. 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 ΖK The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of

fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA 32BC-P-SAPH-01 Enterprise Management in SAP S/4 HANA

32DO-1 -OAI 11-01 Enterprise Management III OAI - 0/4 HANA	_ ZIX	5
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course prov	ides students with	knowledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.		

32BC-P-ERGO-01 Ergonomics	ZK	3		
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic r	equirements for worl	king while sitting,		
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment.	nment, as well as pr	reventing 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, or	ganisation 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	y various means of t	ransport.		
32BE-P-TRST-01 Transportation Technology	ZK	3		
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introd	luces 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
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 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on

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

32BL-P-ENL1-01 English Language 1

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

32BL-P-ENL2-01 | English Language 2

Z.ZK

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 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-ENL3-02 | English Language 3

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

32BL-P-ENL3-01 | English Language 3

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

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

7.7K

6

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

7.7K

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. Ex	kplanation 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.

32BC-P-CRMN-01 Customer Relationship Management Z,ZK

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

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

Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in 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.

32BC-P-DSCR-01	Tax System in Czechia	ZK	3
	sue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their		_
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BCP-ERGO01	Ergonomics	ZK	3
· · · · · · · · · · · · · · · · · · ·	oretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic	-	
standing, and using a compute	rr. The course also includes understanding spatial perception and the interaction between a person and their env	ironment, as well as preve	nting healtl
MDC D EDCOM	issues caused by prolonged passive sitting in poorly adjusted conditions.	71/	
2BCP-ERGO02	Ergonomics CSC Social Compatences	ZK Z,ZK	3
32BC-P-ESGC-01	ESG Social Competences ledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The	1 .	netencies
	in organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social		
	reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case stu		
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK	6
·	of scientific knowledge in the field of management of financial institutions, financial and tax system in the condit		-
- -	cial institutions". Classification of financial institutions. Typology of financial institutions. The position and importan-		n the curre
market sy 32BC-P-FIUC-01	vstem. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases	Z,ZK	E
32BC-P-F10C-01	Financial Accounting Informatics	Z,ZK	6
32BC-P-INPL-01	Innovation Policies	KZ	6 3
l l	innovation Policies, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external cond	1	_
- · · · · · · · · · · · · · · · · · · ·	e factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a n		-
of intervention. This entails en	suring good communication channels between various sectors (triple/quadruple helix model), regulatory environi	ment, and prioritization of r	esults. The
	tiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing ar		alue theory
	synergies and tensions among those approaches so innovation policies at both national and local level can bring		
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
•	luction to standards for specifying business processes and software application requirements using BPMN and U prohitecture, basic types of software applications for information system of enterprise, information system lifecycle		
=	ment, methods of process modeling using BPMN, and modeling of functional requirements for software application	• •	on dyotom
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-PKODO01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-KODO-01 The aim of the course in connec	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and ma	Z,ZK unagerial skills related to the	6 e successfu
32BC-P-KODO-01 The aim of the course in connecting the median of managerial parts of the course in connecting the course in connecting the course in course	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and ma practice. Students are aware of the course of the communication process and techniques that lead to successful	Z,ZK nagerial skills related to the dialogue and achievement	6 e successfu of goals, a
32BCPKODO01 The aim of the course in connect in plementation of managerial properties and the skills of act in th	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and ma practice. Students are aware of the course of the communication process and techniques that lead to successful ing in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil	6 e successforting of goals, and goals, goa
32BCPKODO01 The aim of the course in connect in plementation of managerial properties and the skills of act in th	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and material practice. Students are aware of the course of the communication process and techniques that lead to successful ing in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part acting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired in the part in the p	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil	6 e successforting of goals, and goals, goa
32BCP-KODO-01 The aim of the course in connect mplementation of managerial powell as acquire the skills of act will acquire basic skills in conductions.	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and ma cractice. Students are aware of the course of the communication process and techniques that lead to successful ing in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part icting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquering that	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g	6 e successfu of goals, a lls, student get feedbac
22BC-PKODO01 The aim of the course in connect in managerial properties acquire the skills of act will acquire basic skills in conductions and the second in the skills in conductions according to the second in the skills in conductions according to the skills of the skills	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and materiactice. Students are aware of the course of the communication process and techniques that lead to successfuling in conflict situations and negotiations. The course is also focused on successful self-presentation. In the particiting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquiractions. Logistics	Z,ZK Inagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g	6 e successfu of goals, a lls, student get feedbac
22BC-P-KODO-01 The aim of the course in connect implementation of managerial powell as acquire the skills of act will acquire basic skills in conductions and the conduction of the conduction of the conduction of the conduction of the course of the cours	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and material process. Students are aware of the course of the communication process and techniques that lead to successful ing in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part inciting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirant on their actions. Logistics Management Informatics - Microsoft 365	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g ZK ZK	6 e successfu of goals, a alls, student get feedbace 3
22BC-PKODO-01 The aim of the course in connect implementation of managerial powell as acquire the skills of act will acquire basic skills in conductive to the second seco	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and material process. Students are aware of the course of the communication process and techniques that lead to successfuling in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part acting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirant number on their actions. Logistics Management Informatics - Microsoft 365 Macroeconomic Analysis	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g ZK ZK ZK ZK	6 e successfu of goals, a lls, student get feedbace 3 6 3
22BC-PKODO-01 The aim of the course in connect implementation of managerial powell as acquire the skills of act vill acquire basic skills in conductivity and seemed by the conductivity of the conductivity o	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and materiactice. Students are aware of the course of the communication process and techniques that lead to successfuling in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part acting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirant neutrons. Logistics Management Informatics - Microsoft 365 Macroeconomic Analysis Macroeconomics	Z,ZK unagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g ZK ZK ZK ZK ZK	6 e successfi of goals, a lls, student get feedbace 3 6 3 3
2BCP-KODO01 The aim of the course in connect mplementation of managerial possible as acquire the skills of act will acquire basic skills in conduction and section and section acquire basic skills in conduction acquire basic sk	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and materiactice. Students are aware of the course of the communication process and techniques that lead to successfuling in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part lecting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirant neutrons. Logistics Management Informatics - Microsoft 365 Macroeconomic Analysis Macroeconomics Mathematics 1	Z,ZK Inagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g ZK ZK ZK ZK ZK ZK ZK ZK ZK Z	6 e successfu of goals, a lls, student get feedbace 3 6 3 6
22BC-P-KODO-01 The aim of the course in connect mplementation of managerial possible well as acquire the skills of act will acquire basic skills in conduction and selection acquire basic skills in conduction acquire basic ski	ction with the theoretical knowledge of the subject managerial psychology is the practice of communication and materiactice. Students are aware of the course of the communication process and techniques that lead to successfuling in conflict situations and negotiations. The course is also focused on successful self-presentation. In the particular key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquirant neutrons. Logistics Management Informatics - Microsoft 365 Macroeconomic Analysis Macroeconomics Mathematics 1 Mathematics 2	Z,ZK Inagerial skills related to the dialogue and achievement focused on managerial skil uired skills in practice and g ZK ZK ZK ZK ZK ZK ZK ZK ZK Z	6 e successfi of goals, a lls, student get feedbace 3 6 3 6 6 6
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psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in

deeper contexts. Studer The course will also	point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobb	ing, bossing hur	nout, etc
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
l l	ie marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of inte	•	
	ons, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new p		
32BC-P-MRTR-01	New Trends in Marketing Communication	Z,ZK	6
l l	n the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in mark		ion such a
	marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E		nportance o
	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
	I deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe	,	1
	d on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise	=	
	maximize wealth for shareholders.		
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
1	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	-	
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18
	e subject of professional practice is based on the decision of the MÚVS ČVUT during their studies to give students the opportunit	ty to acquire quali	ty skills and
experience. MÚVS s	upports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stad	y plans includes a	a 3-month
	long-term professional internship.		
32BC-P-RECR-01	Employee recruitment and selection	KZ	3
The course expands kn	owledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job appli	icant materials. It	also focuse
	on understanding the approaches employers use to assess the competencies and motivation of job applicants.		
	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-RHPV-01 The course is focused o	Techniques of Regional Analysis Work Performance Management on the development of managerial skills in performance management in the organization. Through lectures and seminars, students	Z,ZK s will learn effective	6 re strategies
32BC-P-RHPV-01 The course is focused o	Techniques of Regional Analysis Work Performance Management on the development of managerial skills in performance management in the organization. Through lectures and seminars, students is for efficient performance management in the organization and the main tasks of managers in various activities related to performance.	Z,ZK s will learn effective	6 re strategie:
32BC-P-RHPV01 The course is focused o policies and practice:	Techniques of Regional Analysis Work Performance Management on the development of managerial skills in performance management in the organization. Through lectures and seminars, students is for efficient performance management in the organization and the main tasks of managers in various activities related to perfor organization.	Z,ZK s will learn effectiv mance managem	6 re strategies ent in the
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	Employee Colortion Droppes	Z	
2BC-P-ZAVR-01	Employee Selection Process	_	3
	nented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge,		
-	orts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions from the perspective process and applying for job positions are perspective process.		
ompany. In the cours	se will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semest	ter of the acad. y	ear 2023/2
2000 D 7000 04	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	1/7	
2BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
2BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
esign of primary sys	stem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures	and dimensions	s design an
	implementation for decision making purposes and results reporting using pivot charts and tables.		
2BC-P-ŘLZD-01	Human Resources Management	ZK	3
he course introduces	es modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization.	gement in achiev	ving strateg
objectives of	f the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in th	ne market econo	my.
2BE-P-AMTT-01	Applied Materials in Technology	ZK	3
2BE-P-APMK-01	Applied Marketing	Z,ZK	3
	ng course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the us		nd the role
edibility and creativi	ity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile	app prototype fo	or destinatio
marketing that incor	progrates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed a	at promoting un	ique tourist
ites, landmarks, and	d cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus of	on crafting and	executing a
IC campaign elemer	ent. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in	n media plan imp	olementatio
	an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be pre-		
	and discussion.		
2BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
2BE-P-BCOR-01	Business Correspondence	ZK	3
			1
	e to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermed specified of language practice covering a wide range of business topics. It includes everyings an email style, but also practices more of		
	sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more c		
=	sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails,	-	eives clean
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communi		
2BE-P-BCOR-02	Business Correspondence	ZK	3
2BE-P-COMN-01	Cross-Cultural Management	Z,ZK	6
Managing cultural di	liversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from d	different backgro	unds in the
usiness world. Knov	wledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different	t national culture	es and coul
	f the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for d	leener knowledd	e about ho
e considered one of		icopoi kilowicag	
	e shapes management practices in international companies as well as the cultural orientations of individual managers and organisati		
culture			3
culture 2BE-P-COSY01	Communication Systems and Technologies	ion members.	3
culture 2BE-P-COSY01 Telecommunications	Communication Systems and Technologies as: 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), or	ion members. ZK on land, underw	ater, and in
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culture 2BE-P-COSY-01 Telecommunications pace. For example: I dow the telephone n	Communication Systems and Technologies as: 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), or How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G,	ion members. ZK on land, underw. Pair? How a lan etc. The more G	ater, and in adline works a, the better
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2BE-P-INBC-01 International Business Culture	Z,ZK	3
he course examines various cases encountered in international business to give participants examples of real-life situations, help them understand whold train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may three projects, linked to technical or interpersonal problems.		
2BE-P-IPW1-01 International Project Workshop I.	ZK	3
his course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international answering questions that arise along the way, and capitalize on successful actions.		
2BE-P-IPW2-01 International Project Workshop II.	ZK	3
2BE-P-ITRF-01 International Trade and Finance	Z.ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with	1 '	itions, mayb
you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well i but also special training for working in an international environment The issue of international business and management is very extensive and comp mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without se is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and	lex, we choose fron ecuring cash flows a t it is an important s	n the overall and financing starting poin
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 des	scribing its markets.	. Graphical
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity 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 economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the faincluding the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has sessions.	Solow model as a mous Mundell-Flem	fundamenta ning model,
32BE-P-MICR-01 Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participant but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer by the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For however, the perspective of the properties of the p	asket and companiouseholds, it is abou	es decide on It 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 envi the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Some 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 co	1 '	-
changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key position. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic process.	ns in the company methods and tools.	or institution . The course
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32BF-P-PFTR-01 Political Economy of International Trade Relations	7.7K	6
32BE-P-PETR-01 Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the	· · · · · · · · · · · · · · · · · · ·	-
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32BE-P-TRST-01	Transportation Technology	ZK	3		
	s a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces		_		
and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.					
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6		
	es students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring t	=			
	mic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly e must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic	_			
=	cussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in	_			
	al markets, online system of payments. The methodology introduces to students the important section of International Business. The				
of international trade	and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protection	ism or free trade.	A set of case		
studies relating t	o the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indus	strial promotion, p	urposely		
00DL D ENI 1 01	implemented by developed countries.	7			
32BL-P-ENL1-01	English Language 1 table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	Z	6 ocuses on		
	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a				
, , ,	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li				
32BL-P-ENL1-02	English Language 1	Z	6		
	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammatic for students of bachelor managerial studies.				
developing langi	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		nmar. All		
32BL-P-ENL2-01	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li English Language 2	Z,ZK	6		
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	· '	1		
	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		-		
A	Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.			
32BL-P-ENL2-02	English Language 2	Z,ZK	6		
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-		
=	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	-	ng grammar.		
32BL-P-ENL3-01	English Language 3	7	6		
	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	mar. The course fo			
developing lang	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		nmar. All		
32BL-P-ENL3-02	English Language 3	Z	6		
	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami				
	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	fe.			
32BL-P-ENL4-01	English Language 4 able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	Z,ZK	6		
	anding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength		-		
-	Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	-			
32BL-P-ENL4-02	English Language 4	Z,ZK	6		
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		٠ ا		
٥,	anding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	0 1	ng grammar.		
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	_ <u>_,_</u>	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		
	le for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp		- 1		
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.					
32BL-P-SPL2-01	Spanish Language 2	Z,ZK	6		
The course is suitab	le for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the	Spanish language			
A1 according to th	e CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis	for everyday situa	ations. The		
	course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.				

Q32-6 EuroTeQ 6 ECTS
TV1 Physical Education
TV2 Physical Education

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2025-11-29, time 11:17.

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