Study plan

Name of study plan: B0413P050061 Ekonomika a management (OZ104 Ú etnictví) od ZS 2023/2024

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

Required credits: 168
Elective courses credits: 12
Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 102

The role of the block: Z

Code of the group: B0413P - PV

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

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

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

Credits in the group: 102 Note on the group:

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

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

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

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

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

32BC-P-MACR-01 Macroeconomics	ZK	3				
32BC-P-RTBS-01 Retail Business	ZK	3				
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding of its business opportunities.						
32BC-P-TQMN-01 Quality Management	ZK	3				
32BC-P-MAT1-01 Mathematics 1	Z,ZK	6				
32BC-P-MAT2-01 Mathematics 2	Z,ZK	6				
32BE-P-MICR-01 Microeconomics	Z,ZK	4				

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

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

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

32BE-P-MNGP-01 Principles of Management

Z,ZK | 3

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

32BE-P-PMAR-01 Principles of Marketing

Z,ZK

4

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

	Bachelor Thesis Project	Z	2
32BC-P- LZD-01	Human Resources Management	ZK	3
	modern principles and practices of human resource management in the organization, explains the key role of human resource r	•	hieving strategic
	ization and introduces fundamental human resource functions that determine the competitiveness of the organization in the n	narket 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, managem	ent, marketing).		
32BC-P-STAT-01	Statistics	Z,ZK	6
Upon successful comp	letion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression	and correlation a	nalysis, variance
analysis, regression ar	alysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude	ents will be ready t	o practically use
these methods in follo	v-up courses and practical tasks in a business environment.		
TV1	Physical Education	Z	0
TV1 TV2	Physical Education Physical Education	Z Z	0
TV2		Z Z Z,ZK	
TV2 32BC-P-MNGZ-0	Physical Education	Z	0
TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0	Physical Education Principles of Management	Z Z,ZK Z,ZK	0 3 4
TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the	Physical Education Principles of Management Pripciples of Marketing	Z Z,ZK Z,ZK termediate distrib	0 3 4 ution links,
TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the marketing communica	Physical Education Principles of Management Pripciples of Marketing marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in	Z Z,ZK Z,ZK termediate distrib	0 3 4 ution links,
TV2 32BC-P-MNGZ-0 32BC-P-MRKZ-0 Students who take the marketing communica 32BC-P-ZODB-0	Physical Education Principles of Management Pripciples of Marketing marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of including, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new	Z Z,ZK Z,ZK Attermediate distribew product, and product, and product.	0 3 4 ution links,

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 54

The role of the block: PV

Code of the group: B0413P - OZ104

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 104 Ú etnictví

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-DSCR-01	Tax System in Czechia Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BC-P-FIUC-01	Financial Accounting Matouš Machka, František H ebík, Theodor Beran Theodor Beran František H ebík (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C		PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3	0P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ104 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 104 Ú etnictví

32BC-P-DSCR-01	Tax System in Czechia	ZK	3			
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.						
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6			
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6			
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6			
32BC-P-UCSW-01	Accounting Software	ZK	3			

Code of the group: B0413P - PVOK - AJ

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

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

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

Credits in the group: 12 Note on the group:

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

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

32BE-P-MACR-01 Macroeconomics

sessions.

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 Z,ZK 4

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

32BE-P-MNGP-01 Principles of Management Z,ZK 3

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

However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

32BE-P-PMAR-01 Principles of Marketing

Z,ZK 4

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

32BE-P-BCOR-01 Business Correspondence ZK 3

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

32BE-P-CSRS-01 Corporate Social Responsibility The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions. 32BE-P-CRTH-01 Critical Thinking ΖK 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 Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members. 32BE-P-EBPL-01 | Entrepreneurship and Business Plan Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans). EuroTeQ 6 ECTS Z,ZK 32BE-P-INBC-01 International Business Culture Z.ZK 3 The course examines various cases encountered in international business to give participants examples of real-life situations, help them understand what they may be confronted with, and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems. ZK 32BE-P-IPW1-01 International Project Workshop I. 32BE-P-IPW2-01 International Project Workshop II. ZK 3 32BE-P-ITRF-01 International Trade and Finance Z,ZK We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity 32BE-P-PETR-02 Political Economy and International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries. 32BE-P-PRSK-01 Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.

32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6

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

Code of the group: B0413P - PVOK - CJ

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v eském jazyce Requirement credits in the group: In this group you have to gain at least 15 credits

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

Credits in the group: 15

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-MOPR-01	Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV

32BC-P-DSCR-01	Tax System in Czechia Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C	PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-EKBZ-02	Economic Security František H ebík František H ebík (Gar.)	Z	3	0P+2C	PV
32BC-P-EKZP-01	Environmental Economics Petr Makovský, Ond ej Kolínský Petr Makovský (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-ESGR-01	ESG Reporting and Global Regulation Otakar Schlossberger, Jana Brodani Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-FIDS-02	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C	PV
32BC-P-FIUC-01	Financial Accounting Matouš Machka, František H ebík, Theodor Beran Theodor Beran František H ebík (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3	1P+1C	PV
32BC-P-INPL-01	Innovation Policies Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.)	KZ	3	2P+0C	PV
32BC-P-KAPL-01	Career Planning and Development Martin Šiký, Kate ina Tomešková, Pavel Andres, Eva Šírová Martin Šiký Pavel Andres (Gar.)	Z	3	16B	PV
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6	2P+2C	PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský Petr Makovský (Gar.)	ZK	3	0P+2C	PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C	PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C	PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C	PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C	PV
32BC-P-MNPS-01	Managerial Psychology Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-MKAP-02	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-MRTR-01	New Trends in Marketing Communication Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C	PV
32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová (Gar.)	ZK	3	2P+0C	PV
32BC-P-PAOS-01	Legal Aspects of Consumer Protection Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C	PV
32BC-P-RHPV-01	Work Performance Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-OBPR-01	Business Operations Management Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C	PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3	0P+2C	PV
32BC-P-UDPD-01	Sustainability and Product Design Petra Jílková Petra Jílková (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-VZRO-01	Training and Staff Development Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-ZAVR-01	Employee Selection Process Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z	3	24B	PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C	PV

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

32BC-P-DSCR-01 Tax System in Czechia The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes a 32BC-P-FIUC-01 Financial Accounting		_
<u> </u>	ZK	an logal entitie
32DC-1 -1 10C-01 1 iliancial Accounting	Z,ZK	6
32BC-P-MNNP-01 Managerial Tools and Calculations	Z,ZK	6
32BC-P-TPRI-01 Management Theory and Practice	Z,ZK	6
32BC-P-UCSW-01 Accounting Software	ZK	3
32BC-P-MOPR-01 Fashion Industry Trends	Z,ZK	6
·	<u> </u>	3
32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's	s obligations. Employee rights	I
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public I		•
Personal protective equipment. Safety signs and signals. Technical equipment.	riodili i rotoction riot. Goodpat	ionai ny giono.
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
32BC-P-ESGR-01 ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIDS-02 Financial and Tax Environment	Z,ZK	6
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the	1 .	_
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and		
market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculation		
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6
32BC-P-ISPR-02 Information Systems and Design	Z,ZK	3
32BC-P-INPL-01 Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing exter		_
on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing c		
of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory		
atter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wel	Ilbeing and quality of life (region	nal value theo
There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very of		
32BC-P-KAPL-01 Career Planning and Development	Z	3
32BC-P-KODO-01 Communication Skills in Management Practice	Z,ZK	6
32BC-P-MACA-01 Macroeconomic Analysis	ZK	3
32BC-P-MIN2-01 Business Informatics - Database Systems	ZK	6
32BC-P-M365-01 Management Informatics - Microsoft 365	ZK	6
32BC-P-MIN3-01 Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01 Management Informatics - web design, ERP	ZK	6
32BC-P-MNPS-01 Managerial Psychology	7.7K	
32BC-P-MNPS-01 Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to	Z,ZK get a look at modern methods	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to	get a look at modern methods	3 of psychology
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and	get a look at modern methods personnel management. They	3 of psychology will understan
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The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will becopf managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in posychology introduces the principles of human development and psychological characteristics of selected developmental periods, persons the principles of human development and psychological characteristics of selected developmental periods, persons the principles of human development and psychological characteristics of selected developmental periods, persons the principles of human development and psychological characteristics of selected developmental periods, persons the principles of human development and psychological characteristics of selected development and p	o get a look at modern methods I personnel management. They ome acquainted with the persona performing managerial functions sonality psychology will focus o	3 of psychology will understar ality prerequisi s. Developmer n clarifying the
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32BC-P-CRMN-01 Customer Relationship Management	Z,ZK	3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship	ip management ar	d differentiated
customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key c	ıstomers. Emphasi	s is placed on
creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are	introduced.	
32BC-P-UDPD-01 Sustainability and Product Design	Z,ZK	6
32BC-P-VZRO-01 Training and Staff Development	Z,ZK	6

The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary and cross-disciplinary contexts, and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Presenting a whole range of attractive stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a closer introduction and possible understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management and HR.

32BC-P-ZAVR-01 Employee Selection Process

| 3

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

32BC-P-ZPDT-01 | Business Data Processing

z,zk

6

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

Code of the group: B0413P - PVT

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

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

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

Credits in the group: 9 Note on the group:

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

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

32BE-P-AMTT-01 Applied Materials in Technology	ZK	3			
32BE-P-ARTT-01 Artificial Intelligence	Z,ZK	3			
32BE-P-COSY-01 Communication Systems and Technologies	ZK	3			
32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3			
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course providing the same of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course providing the same of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system.	ides students with	knowledge of			
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA					
32BC-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3			
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course providing the same of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course providing the same of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system.	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 requirements for working while sitting					
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health					
issues caused by prolonged passive sitting in poorly adjusted conditions.					
32BC-P-MATP-01 Applied Materials in Technology	ZK	3			

32BC-P-DOPT-01 Transportation Technology	ZK	3			
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organic	anisation of traffic i	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 v	arious means of t	ransport.			
32BE-P-TRST-01 Transportation Technology	ZK	3			
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introdu	ces students to the	e basic problems			
and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.					
32BC-P-UMIN-01 Artificial Intelligence	Z,ZK	3			
32BC-P-UKIB-01 Introduction to Cyber Security and Information Security	<i>7</i> K	3			

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: B0413P - J

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

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

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

Credits in the group: 12 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Pavel Andres, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-02	English Language 1 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Radek Vít, Lenka Pánková, Barbora Maturová, Romana Janotová, Zuzana Chvatíková, Sheri Elaine Ballard Radek Vít Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová, Lenka Pánková, Jana Rubešová, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL3-02	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 Eva Císlerová, Anna Wagnerová, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	French Language 1 Abigail Rejchrtová Kozlíková Eva Císlerová Abigail Rejchrtová Kozlíková (Gar.)	Z	6	0P+4C		J
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Miroslava Ferrarová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-SPL1-01	Spanish Language 1 Anna Wagnerová, Vanda Hanousková Eva Císlerová Anna Wagnerová (Gar.)	Z	6	0P+4C		J

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

32BL-P-ENL1-01 English Language 1

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

32BL-P-ENL1-02 English Language 1

Z | 6

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

32BL-P-ENL2-02 English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four l	anguage skills at the given level, i.e. reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and	d acedemic context, as well as on strengthening and imp	roving gramma
All interconnected language skills are submitted to the goal of developing the required level needed for studen	ts' academic and professional life.	
32BL-P-ENL2-01 English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four l	anguage skills at the given level, i.e. reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and	d acedemic context, as well as on strengthening and imp	roving gramma
All interconnected language skills are submitted to the goal of developing the required level needed for studen	ts' academic and professional life.	
32BL-P-ENL3-01 English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and	Communication Skills as well as grammar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wic	le-range of topics, on strengthening and improving gram	nmar. All
interconnected language skills are submitted to the goal of developing the required level needed for students'	professional life.	
32BL-P-ENL3-02 English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and	Communication Skills as well as grammar. The course	focuses on
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3.	5	
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wic	le-range of topics, on strengthening and improving gran	
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wic interconnected language skills are submitted to the goal of developing the required level needed for students'	le-range of topics, on strengthening and improving gran	
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students' 32BL-P-ENL4-01 English Language 4	le-range of topics, on strengthening and improving gram professional life. Z,ZK	nmar. All
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students and 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four I	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp	nmar. All 6 peaking and
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students a 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four listening, on understanding and orientation in a wide-range of topics in the students' respective professional and	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp	nmar. All 6 peaking and
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students of 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four listening, on understanding and orientation in a wide-range of topics in the students' respective professional and All interconnected language skills are submitted to the goal of developing the required level needed for student 32BL-P-FRL1-01 French Language 1	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp	nmar. All 6 peaking and
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students' and a submitted to the goal of developing the required level needed for students' and a submitted to the goal of developing the required level needed for students' and orientation in a wide-range of topics in the students' respective professional and all interconnected language skills are submitted to the goal of developing the required level needed for student and all interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for student and interconnected language skills are submitted to the goal of developing the required level needed for students.	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp d academic context, as well as on strengthening and imp ts' academic and professional life.	nmar. All 6 beaking and broving gramma
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students' 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four I listening, on understanding and orientation in a wide-range of topics in the students' respective professional and All interconnected language skills are submitted to the goal of developing the required level needed for student 32BL-P-FRL1-01 French Language 1 32BL-P-ITL1-01 Italian Language 1	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp d academic context, as well as on strengthening and imp ts' academic and professional life. Z	nmar. All 6 peaking and proving gramma
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide interconnected language skills are submitted to the goal of developing the required level needed for students' 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four I listening, on understanding and orientation in a wide-range of topics in the students' respective professional and All interconnected language skills are submitted to the goal of developing the required level needed for student 32BL-P-FRL1-01 French Language 1 32BL-P-ITL1-01 Italian Language 1 32BL-P-GEL1-01 German Language 1	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp d academic context, as well as on strengthening and imp ts' academic and professional life. Z Z	6 peaking and proving gramma 6 6
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wid interconnected language skills are submitted to the goal of developing the required level needed for students' 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four I listening, on understanding and orientation in a wide-range of topics in the students' respective professional and All interconnected language skills are submitted to the goal of developing the required level needed for student 32BL-P-FRL1-01 French Language 1 32BL-P-ITL1-01 Italian Language 1	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp d academic context, as well as on strengthening and imp ts' academic and professional life. Z Z	6 peaking and proving gramma 6 6
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wid interconnected language skills are submitted to the goal of developing the required level needed for students' 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four I listening, on understanding and orientation in a wide-range of topics in the students' respective professional and All interconnected language skills are submitted to the goal of developing the required level needed for student 32BL-P-FRL1-01 French Language 1 32BL-P-ITL1-01 Italian Language 1 32BL-P-GEL1-01 German Language 1 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	le-range of topics, on strengthening and improving gram professional life. Z,ZK anguage skills at the given level, i.e. reading, writing, sp d academic context, as well as on strengthening and imp ts' academic and professional life. Z Z Z	6 eaking and proving gramma 6 6 6

List of courses of this pass:

EXCLUSIVELY for beginners/ false beginners.

32BC-P-INPL-01

Code	Name of the course	Completion	Credits
32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation in	the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Em	nployee rights and	obligations.
Risk prevention. E	mployee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protectic	on Act. Occupationa	al hygiene.
	Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-CRMN-01	Customer Relationship Management	Z,ZK	3
The course introdu	ces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	nanagement and di	fferentiated
customer relations	ship management. Students will understand how to create customer profiles based on customer segmentation and identify key custo	mers. Emphasis is	placed on
creating	and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer manageme	ent are introduced.	
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in trans	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolog	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using w	arious means of tra	ansport.
32BC-P-DSCR-01	Tax System in Czechia	ZK	3
The course is focus	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	n with a focus on le	gal entities.
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BC-P-ERGO-01	Ergonomics	ZK	3
The student should	acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic require	ments for working v	while sitting.
standing, and using	g a computer. The course also includes understanding spatial perception and the interaction between a person and their environmen	it, as well as prevei	nting health
	issues caused by prolonged passive sitting in poorly adjusted conditions.		
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK	6
Development and o	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	an advanced marke	et economy.
Definition of the cate	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.	ancial institutions ir	the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc	culations.	
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6

Innovation Policies Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The

32BC-P-ISPR-02	ere are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very diff	oroni roodito.	
	Information Systems and Design	Z,ZK	3
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-LOGI-01	Logistics	ZK	3
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MACR-01	Macroeconomics	ZK	3
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
32BC-P-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKVY-01	Marketing Research	Z,ZK	6
After completing the	he course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the res	search 3. in relation	on to them,
determine the me	thod and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able		e research
	problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
32BC-P-MNGZ-01	Principles of Management Managerial Tools and Calculations	Z,ZK	3
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MNPS-01	Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more	Z,ZK	3
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial practice.		
	e personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with		
· · · · · · · · · · · · · · · · · · ·	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial		-
psychology introdu	uces the principles of human development and psychological characteristics of selected developmental periods, personality psychological	gy will focus on cl	arifying the
structure and dyna	mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the		
· · · · · · · · · · · · · · · · · · ·	nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social b		-
deeper contexts. St	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe	cially in difficult li	fe situations
deeper contexts. Str The course will	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbi-	cially in difficult li	fe situations nout, etc.
deeper contexts. Str The course will 32BC-P-MOPR-01	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbi Fashion Industry Trends	cially in difficult liting, bossing, burr Z,ZK	fe situations nout, etc.
deeper contexts. Str The course will 32BC-P-MOPR-01 32BC-P-MRKZ-01	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbited. Fashion Industry Trends Pripciples of Marketing	cially in difficult li ing, bossing, burn Z,ZK Z,ZK	fe situations nout, etc.
deeper contexts. Str The course will 32BC-P-MOPR-01 32BC-P-MRKZ-01 Students who tal	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbi Fashion Industry Trends	cially in difficult lii ing, bossing, burr Z,ZK Z,ZK ermediate distribu	fe situations nout, etc. 6 4 tion links,
deeper contexts. Str The course will 32BC-P-MOPR-01 32BC-P-MRKZ-01 Students who tal marketing commun	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble. Fashion Industry Trends Pripciples of Marketing ke the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new pricing strategies.	cially in difficult lit ing, bossing, burr Z,ZK Z,ZK ermediate distribu roduct, and produ	fe situations nout, etc. 6 4 tion links,
deeper contexts. Str The course will 32BC-P-MOPR-01 32BC-P-MRKZ-01 Students who tal marketing commun 32BC-P-MRTR-01	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especials opint out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble. Fashion Industry Trends Pripciples of Marketing kee the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intelections, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product in Marketing Communication New Trends in Marketing Communication and on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing marketing and the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection with AI and new-age technologies, focusing on emerging approaches in marketing in connection and the connection with AI and the connection with AI and the con	cially in difficult liting, bossing, burn Z,ZK Z,ZK ermediate distriburduct, and produZ,ZK	fe situations nout, etc. 6 4 tion links, act life cycle 6
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	Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the cou	rse is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide		nowledge of
	fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H		
2BC-P-SOCI-01	Sociology	ZK	3
	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social stru	•	
on the position of	the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make	up the content o	f the study
000 0 071704	(economics, management, marketing).	7.71	
2BC-P-STAT-01	Statistics	Z,ZK	6
	mpletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and	-	
nalysis, regression	analysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students	will be ready to pr	actically us
ODO D TODI OF	these methods in follow-up courses and practical tasks in a business environment.	7.71	
2BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
2BC-P-TQMN-01	Quality Management	ZK	3
2BCP-UCSW401	Accounting Software	ZK	3
2BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
2BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
2BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
2BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
2BC-P-VZRO-01	Training and Staff Development	Z,ZK	6
•	ded to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary a		-
	ne it should serve to better understand the relationship between management and leadership of people in an organization. Presentir	-	
	ching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a cl		-
	anding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of man		_
2BC-P-ZAVR-01	Employee Selection Process	Z	3
•	mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge		•
	erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the persp		
ompany. In the cou	rse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme	ster of the acad. y	ear 2023/2
	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.		1
2BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
2BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
esign of primary s	ystem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	s and dimensions	design an
	implementation for decision making purposes and results reporting using pivot charts and tables.		
2BC-P- LZD-01	Human Resources Management	ZK	3
	es modern principles and practices of human resource management in the organization, explains the key role of human resource man		ing strateg
	of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in	-	
2BE-P-AMTT-01	Applied Materials in Technology	ZK	3
2BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
	· · · · · · · · · · · · · · · · · · ·		
2BE-P-BCOR-01	Business Correspondence	ZK	3
	se to help students write better emails in English as emails are the most common form of written communication. It is aimed at interr		
	f sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	conventional lanç	
ucii as lixeu expres	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	a avarage theme	
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English husiness commu	•	eives cieari
ODE D OOM #N LOA	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	ınication	
	Cross-Cultural Management	inication Z,ZK	6
Managing cultural	Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from	z,ZK different backgro	6 ounds in the
Managing cultural nusiness world. Kn	Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences.	unication Z,ZK different backgro nt national culture	6 unds in the
Managing cultural business world. Knoe considered one considered	Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differe of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for	Z,ZK different backgro nt national culture deeper knowledg	6 unds in the
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32BE-P-ITRF-01 International Trade and Finance Z,ZK 6 We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions 32BE-P-MICR-01 Microeconomics The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities. 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-PETR-02 Political Economy and International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries. 32BE-P-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-PRSK-01 Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. 32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA 7K 3 The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA 32BE-P-SDGB-02 Social Determinants of Global Business 7K 6 32BE-P-TRST-01 Transportation Technology 7K 3 The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics World Economy and Business 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.. 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. 32BI -P-FNI 1-02 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-ENL2-01 English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spe	aking and
listening, on unders	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvi	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
32BL-P-ENL3-01	English Language 3	Z	6
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	mar. The course for	ocuses on
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	le.	
32BL-P-ENL3-02	English Language 3	Z	6
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	mar. The course for	ocuses on
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gran	nmar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	le.	
32BL-P-ENL4-01	English Language 4	Z,ZK	6
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spe	aking and
listening, on unders	standing and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength	ening and improvi	ng grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.	
32BL-P-FRL1-01	French Language 1	Z	6
32BL-P-GEL1-01	German Language 1	Z	6
	Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.		'
32BL-P-ITL1-01	Italian Language 1	Z	6
32BL-P-SPL1-01	Spanish Language 1	Z	6
The course is suita	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	eaking, reading,	istening and
writing. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The course	is designed
	EXCLUSIVELY for beginners/ false beginners.		
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
TV1	Physical Education	Z	0
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Physical Education

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2025-07-21, time 02:18.

TV2