#### Study plan

# Name of study plan: B0413P050061 Ekonomika a management (OZ105 Manažerská informatika) od ZS 2023/2024

Faculty/Institute/Others: Department: Branch of study guaranteed by the department: Welcome page Garantor of the study branch: Program of study: Economics and Management Type of study: Bachelor full-time Required credits: 168 Elective courses credits: 12 Sum of credits in the plan: 180 Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 102 The role of the block: Z

Code of the group: B0413P - PV Name of the group: Povinné p edm ty B0413P050061 Ekonomika a management (profesní studijní program) Requirement credits in the group: In this group you have to gain at least 102 credits Requirement courses in the group: In this group you have to complete at least 24 courses Credits in the group: 102 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, <b>authors</b> and guarantors (gar.)					
32BC-P-BCPR-01	Bachelor Thesis Otakar Schlossberger, Tomáš Sadílek, Petra Jílková, Miroslav Sponer, Matouš Machka, Dušan Maga, František H ebík, Iveta Chmielová Dalajková, Martin Šiký, Tomáš Macák	z	6			Z
32BC-P-INFO-01	Informatics Tomáš Kubálek, Michaela Seghmanová, Pavel Andres 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 Aliya Algozhina (Gar.)	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics František H ebík, Petr Makovský, Theodor Beran František H ebík 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 František H ebík Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	Operational Research Denisa Mocková, Ji í Teichman, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	Business Economics Miroslav Sponer, Petr Marek Petr Marek (Gar.)	Z,ZK	5	2P+1C		Z

32BC-P-PRAV-01	Law Ji í Všete ka <b>Ji í Všete ka</b> 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 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 Lucie Plzáková (Gar.)	ZK	3	2P+0C		Z
32BC-P-STAT-01	Statistics Tomáš Löster, Tomáš Macák, Ji í Zmatlík Tomáš Löster 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 Zuzana Dvo áková 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 Petr Fanta	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
	a country operates regarding its aggregate variables and equations describing its markets	. Graphical
epresentations of equilibrium conditions are extensively used for easy comp	prehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model,	characterizing
ne goods and financial markets in the short run, is extended by the labor ma	arket and thus by the Phillips curve in the medium run. In the long run, the Solow model as	a fundament
conomic growth framework is also covered. The open economy specifics re	lated to exports-imports and exchange rates are presented within the famous Mundell-Fle	ming model,
ncluding the Policy Trilemma or Impossible Trinity concept. The main textboo	ok is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures a	and no exercis
sessions.		
32BC-P-MACR-01 Macroeconomics	ZK	3
2BC-P-RTBS-01 Retail Business	ZK	3
he course introduces students to the principles of managing a modern reta	il company. Emphasis is placed on current trends in retail and understanding of its busines	s opportunitie
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
he lectures consist of topics that represent current microeconomic problem	s. The issue is viewed not only from the perspective of market participants, households, ar	nd companies
but also from the perspective of the government. Modern technologies have	deeply influenced the way households decide on the optimal consumer basket and compa	nies decide c
	deeply influenced the way households decide on the optimal consumer basket and compa	
he effective allocation of scarce resources. However, there are still valid rule	s and principles that remain unchanged for microeconomic entities. For households, it is at	out maximizi
he effective allocation of scarce resources. However, there are still valid rule he total utility achieved. For companies, this is a profit motivation in an enviro	s and principles that remain unchanged for microeconomic entities. For households, it is at onment of sometimes too predatory competition and other times in an environment of barri	oout maximizi ers to entry ir
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32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P- LZD-01	Human Resources Management	ZK	3
The course introduces in	modern principles and practices of human resource management in the organization, explains the key role of human resource ization and introduces fundamental human resource functions that determine the competitiveness of the organization in the r	•	ieving strategic
32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on	understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social	I structure of society	with emphasis
on the position of the in (economics, managem	ndividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that ma ent, marketing).	ake up the content of	of the study
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, regressior	n and correlation an	alysis, variance
analysis, regression an	alysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude	ents will be ready to	practically use
these methods in follow	v-up courses and practical tasks in a business environment.		
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who take the	marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in	ntermediate distribu	ition links,
marketing communicat	ions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, n	new product, and pro	oduct life cycle.
	Fundamentals of Thesis	KZ	-
32BC-P-ZODB-01		1.	2
	Fundamentals of Project Management	ZK	2 3

#### Name of the block: Compulsory elective courses Minimal number of credits of the block: 54 The role of the block: PV

Code of the group: B0413P - OZ105

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 105 Manažerská informatika

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-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ105 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 105 Manažerská informatika

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

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

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

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV

32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C	PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Ond ej Galuška (Gar.)	ZK	3	0P+2C	PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C	PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C	PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6		PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C	PV
32BE-P-IPW1-01	International Project Workshop I. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	22B	PV
32BE-P-IPW2-01	International Project Workshop II. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	23B	PV
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C	PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C	PV
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C	PV
32BE-P-PETR-02	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 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

32BE-P-MACR-01 Macroeconomics ZK 3 This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions.

32BE-P-MICR-01   Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participal	nts, households, a	nd companies,
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer	basket and comp	anies decide on
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For	households, it is a	bout 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 sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes 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 to predatory competition and other times in an environment o	nvironment of barr	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. Som	etimes it is an effi	cient allocation
of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.		
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
	1 ' 1	3 and tools, while
32BE-P-MNGP-01 Principles of Management	content, methods	
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 tions in the compa	iny or institution.

#### 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. ΖK 3

7.7K

#### 32BE-P-BCOR-01 Business Correspondence

The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication Z,ZK 6

#### 32BE-P-CSRS-01 Corporate Social Responsibility

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

32BE-P-CRTH-01 Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical an	d problem-solving skills. T	hrough the
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principle	s involved in the practice of	of reasoned
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The w	riting and language skills of	developed in this
course might be used across the curriculum.		
32BE-P-CCMN-01 Cross-Cultural Management	Z,ZK	6
Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of p	eople from different back	rounds in the
business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representative	es of different national cult	ures 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 major	s looking for deeper knowl	edge about how
culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisatio	n members.	
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 d	evelop a business plan (to	select and use
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
Q32-6 EuroTeQ 6 ECTS	Z,ZK	6
32BE-P-INBC-01 International Business Culture	Z,ZK	3
The course examines various cases encountered in international business to give participants examples of real-life situations, help them und	· · · ·	confronted with,
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors tha	t may threaten the succes	s of international
projects, linked to technical or interpersonal problems.		
32BE-P-IPW1-01 International Project Workshop I.	ZK	3
32BE-P-IPW2-01 International Project Workshop II.	ZK	3
32BE-P-ITRF-01 International Trade and Finance	Z.ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic co	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 technic		-
but also special training for working in an international environment The issue of international business and management is very extensive a	-	
mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade		
is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further	-	-
for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and		n otaring point
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	1 ' 1	-
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the I		
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to student		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such		
role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs		
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.		,,
32BE-P-PRSK-01 Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication s	1 1	-
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments.		
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		
instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big playe	-	-
Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Sev		
business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle		-
sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Bu		
of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of the strategies of the strate		
studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the studies of the developed equations.	ine industrial promotion, p	urposely
implemented by developed countries.		
Code of the group: B0413P - PVOK - CJ		
Name of the group: Poving volitelné p.edm. tv odborné kompetence B0413P050	161 v cokóm i	

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 Josef Pros (Gar.)	ZK	3	2P+0C		PV
32BC-P-DSCR-01	Tax System in Czechia           Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	Economic Security František H ebík František H ebík (Gar.)	Z	3	0P+2C		PV

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

	I I	
32BC-P-BOZP-01 Workplace Health, Safety and 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 Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Prote		-
Personal protective equipment. Safety signs and signals. Technical equipment.		na nygiene.
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 oper	eration with a focus o	n legal entities.
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 conditions	· · · · ·	-
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance	of financial institutior	ns in the current
market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.		
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6
32BC-P-FIUC-01 Financial Accounting	Z,ZK	6
32BC-P-ISPR-02 Information Systems and Design	Z,ZK	3
32BC-P-INPL-01 Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external condition	ns. The ability to inno	ovate depends
on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much		
of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environmen	, 1	
latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and o		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 second polyclopmont.	Z	0
32BC-P-KAPL-01 Career Planning and Development	_	3
32BC-P-KODO-01 Communication Skills in Management Practice	Z,ZK	6
32BC-P-MACA-01 Macroeconomic Analysis	ZK	3
32BC-P-MNPS-01 Managerial Psychology	Z,ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look a		
which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel r the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquain		
	teu with the personal	
	anagorial functions	Dovolonmontal
of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities of colocted developmental periods, percenditivity psychological characteristics and psychological characteristics of colocted developmental periods, percenditivity psychological characteristics and psychological characteristics	-	-
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics of selected developmenta	chology will focus on	clarifying the
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look	chology will focus on at their own behavior	clarifying the or, behavior of
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's so	chology will focus on at their own behavio ocial behavior more	clarifying the or, behavior of and put them in
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look	chology will focus on a their own behavio ocial behavior more s, especially in difficu	clarifying the or, behavior of and put them in It life situations.
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's so deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mo	chology will focus on a their own behavio ocial behavior more s, especially in difficu	clarifying the or, behavior of and put them in It life situations.
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's so deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mo 32BC-P-MNNP-01 Managerial Tools and Calculations	chology will focus on a at their own behavio ocial behavior more s, especially in difficu bbing, bossing, burn Z,ZK	clarifying the or, behavior of and put them in It life situations. out, etc. 6
psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psyc structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's so deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mo 32BC-P-MNNP-01 Managerial Tools and Calculations 32BC-P-MKAP-02 Marketing Applications	chology will focus on a at their own behavio ocial behavior more s, especially in difficu bbing, bossing, burn Z,ZK Z,ZK	clarifying the br, behavior of and put them in It life situations. out, etc. 6 3
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32BC-P-VZRO-01 Training and Staff Development	Z,ZK	6
The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplina	ry and cross-disci	iplinary contexts,
and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Prese	nting a whole rang	ge of attractive
stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on	a closer introduct	tion and possible
understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management	t and HR.	
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 know	ledge, but most in	nportantly, under
the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the per	erspective of the a	applicant and the
company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer se	emester of the aca	ad. year 2023/24,
the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.		
32BC-P-ZPDT-01 Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measurements of the system database implementation using SQL, data retrieval from transaction systems and data processing.	ures and dimensi	ions design and
implementation for decision making purposes and results reporting using pivot charts and tables.		

#### Code of the group: B0413P - PVT

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

Requirement credits in the group: In this group you have to gain at least 9 credits Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 9

Note on the group:

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

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

32BE-P-AMTT-01 Applied Materials in Technology	ZK	3
32BE-P-ARTT-01 Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01 Communication Systems and Technologies	ZK	3
32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi	ides students with	knowledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA		
32BC-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi	ides students with	knowledge of
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.		
32BC-P-ERGO-01 Ergonomics	ZK	3
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requ	uirements for work	king while sitting,
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environm	nent, as well as pr	eventing health
issues caused by prolonged passive sitting in poorly adjusted conditions.		
32BC-P-MATP-01 Applied Materials in Technology	ZK	3
32BC-P-DOPT-01 Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	nisation of traffic i	n each transport
mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using va	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 introduces	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	ent and/or econon	nics.

32BC-P-UMIN-01 Artificial Intelligence	Z,ZK	3
32BC-P-UKIB-01 Introduction to Cyber Security and Information Security	ZK	3

Name of the block: Jazyky Minimal number of credits of the block: 12 The role of the block: J

Code of the group: B0413P - J

Name of the group: Jazyky B0413P050061 Ekonomika a management (profesní studijní program) Requirement credits in the group: In this group you have to gain at least 12 credits Requirement courses in the group: In this group you have to complete at least 2 courses Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-02	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-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-ENL2-01	<b>English Language 2</b> Eva Císlerová, Lenka Pánková, Jana Rubešová, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard <b>Eva Císlerová</b> Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Radek Vít, Lenka Pánková, Barbora Maturová, Romana Janotová, Zuzana Chvatíková, Sheri Elaine Ballard <b>Radek Vít</b> Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-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-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-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-ENL4-02	<b>English Language 4</b> Eva Císlerová, Radek Vít, Halka Varhaníková, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard <b>Radek Vít</b> Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	French Language 1 Abigail Rejchrtová Kozlíková Eva Císlerová Abigail Rejchrtová Kozlíková (Gar.)	Z	6	0P+4C		J
32BL-P-FRL2-01	French Language 2	Z,ZK	6	0P+4C		J
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová <b>Eva Císlerová</b> Miroslava Ferrarová (Gar.)	Z	6	0P+4C		J
32BL-P-ITL2-01	Italian Language 2 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová <b>Eva Císlerová</b> Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL2-01	German Language 2 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	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
32BL-P-SPL2-01	Spanish Language 2 Anna Wagnerová, Vanda Hanousková Eva Císlerová Anna Wagnerová (Gar.)	Z,ZK	6	0P+4C		J

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

32BL-P-ENL1-02   English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	mar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	nmar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		

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32BL-P-ENL1-01 English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra		
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	and improving gram	imar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	· · · · · · · · · · · · · · · · · · ·	
32BL-P-ENL2-01 English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e.	reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stre	engthening and imp	roving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
32BL-P-ENL2-02 English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e.	reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stre	engthening and imp	roving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
32BL-P-ENL3-02 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 gra	mmar. The course f	ocuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	and improving gram	imar. 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	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gra	mmar. The course f	ocuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	and improving gram	imar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		
32BL-P-ENL4-01 English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e.	reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on stre	engthening and imp	roving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
32BL-P-ENL4-02 English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e.	reading, writing, sp	eaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on stre	engthening and impl	roving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
32BL-P-FRL1-01 French Language 1	Z	6
32BL-P-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. Explanation of and practising all language skills: speaking, reading, writing and listening.	1 1	
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 CEF	R: speaking, readin	ig, listening and
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communic	· -	
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		age on the level
A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and le		°
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. En	ployee rights and	obligations.
Risk prevention. E	imployee 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-CRMIN-01	Customer Relationship Management	Z,ZK	3
The course introdu	ices students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	anagement 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	g and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management	ent are introduced.	
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in trans	sport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organise	, ation of traffic in ea	ch transport
mode, technolo	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of tr	ansport.
32BC-P-DSCR-01	Tax System in Czechia	ZK	3
The course is focus	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation	n with a focus on le	gal entities.
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6

32BC-P-ERGO-01	Ergonomics	ZK	3
	cquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requiren a computer. The course also includes understanding spatial perception and the interaction between a person and their environment		
standing, and using a	issues caused by prolonged passive sitting in poorly adjusted conditions.	, as well as prever	nung nealu
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01		Z,ZK Z,ZK	6
	Financial Analysis		-
32BC-P-FIDS-02	Financial and Tax Environment rrent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	Z,ZK	6
	jory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina		-
-	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcu		
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-INPL-01		KZ	3
	Innovation Policies preneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. Th		-
	-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much mor	-	-
	entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and	-	
	r competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality		
There	e are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very dif	ferent results.	
32BC-P-ISPR-02	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	Management mormatics - Microsoft 303	ZK	3
32BC-P-MACR-01	Macroeconomics	ZK	3
		Z,ZK	
32BC-P-MAT1-01	Mathematics 1		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
	Business Informatics - Project Management	ZK	6
32BC-P-MIN3-01	Bueinese mermanes integest management		•
32BC-P-MIN3-01 32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
32BC-P-MIN4-01 32BC-P-MKAP-02	Management Informatics - web design, ERP Marketing Applications	ZK Z,ZK	6
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY-01	Management Informatics - web design, ERP	ZK Z,ZK Z,ZK	6 3 6
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY-01 After completing the	Management Informatics - web design, ERP Marketing Applications Marketing Research	ZK Z,ZK Z,ZK search 3. in relatio	6 3 6 on to them,
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY-01 After completing the	Management Informatics - web design, ERP Marketing Applications Marketing Research e 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	ZK Z,ZK Z,ZK search 3. in relation to enter and solve	6 3 6 on to them,
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY-01 After completing the	Management Informatics - web design, ERP Marketing Applications Marketing Research e 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 and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able	ZK Z,ZK Z,ZK search 3. in relation to enter and solve	6 3 6 on to them,
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY-01 After completing the determine the meth	Management Informatics - web design, ERP           Marketing Applications           Marketing Research           e course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the resonant technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.	ZK Z,ZK Z,ZK search 3. in relation to enter and solve	6 3 6 on to them, e research
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY01 After completing the determine the meth 32BC-P-MNGZ-01 32BC-P-MNNP-01	Management Informatics - web design, ERP         Marketing Applications         Marketing Research         e 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 and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.         Principles of Management         Managerial Tools and Calculations	ZK Z,ZK Z,ZK search 3. in relation to enter and solve Z,ZK Z,ZK	6 3 6 on to them, e research 3
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY01 After completing the determine the meth 32BC-P-MNGZ01 32BC-P-MNP-01 32BC-P-MNPS-01	Management Informatics - web design, ERP Marketing Applications Marketing Research e course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the re- and and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager. Principles of Management	ZK Z,ZK Z,ZK search 3. in relatic to enter and solve Z,ZK Z,ZK Z,ZK	6 3 6 on to them, e research 3 6 3
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY01 After completing the determine the meth 32BC-P-MNGZ-01 32BC-P-MNP-01 32BC-P-MNPS-01 The subject acquaint	Management Informatics - web design, ERP         Marketing Applications         Marketing Research         e course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the restored and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.         Principles of Management         Managerial Tools and Calculations         Managerial Psychology	ZK Z,ZK Z,ZK search 3. in relatic to enter and solve Z,ZK Z,ZK Z,ZK dern methods of p	6 3 6 on to them, e research 3 6 3 osychology,
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY01 After completing the determine the methen 32BC-P-MNGZ-01 32BC-P-MNP-01 32BC-P-MNPS01 The subject acquaint which are used to rec the importance of the p	Management Informatics - web design, ERP           Marketing Applications           Marketing Research           e 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 and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.           Principles of Management           Managerial Tools and Calculations           Managerial Psychology           ts with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mocognize and assess other people. Students will be introduced to the role of psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology.	ZK Z,ZK Z,ZK search 3. in relation to enter and solve Z,ZK Z,ZK Z,ZK dern methods of p gement. They will th the personality p	6 3 6 on to them, e research 3 6 3 osychology, understanc orerequisite
32BC-P-MIN4-01 32BC-P-MKAP-02 32BC-P-MKVY01 After completing the determine the methen 32BC-P-MNGZ-01 32BC-P-MNP-01 32BC-P-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their	Management Informatics - web design, ERP           Marketing Applications           Marketing Research           e 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 and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.           Principles of Management           Managerial Tools and Calculations           Managerial Psychology           ts with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mocognize and assess other people. Students will be introduced to the role of psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will become acquainted with the past of personality psychology. They will	ZK Z,ZK Z,ZK search 3. in relation to enter and solve Z,ZK Z,ZK Z,ZK dern methods of p gement. They will th the personality p erial functions. De	6 3 6 on to them, e research 3 6 3 osychology understand orerequisite velopmenta
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32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	20	Ũ
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18
	the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportuni	ity to acquire qualit	-
experience. MÚVS	S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stac	ly plans includes a	3-month
	long-term professional internship.		
32BC-P-RHPV-01	Work Performance Management	Z,ZK	6
	d on the development of managerial skills in performance management in the organization. Through lectures and seminars, student		•
policies and practi	ices for efficient performance management in the organization and the main tasks of managers in various activities related to performance	rmance manageme	ent in the
	organization. Retail Business	ZK	2
32BC-P-RTBS-01	Retail Business as students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding	I	3
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
	se is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide	I	-
	fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H		<u>-</u>
32BC-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		h emphasi
on the position of the	he individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make	e up the content of	the study
	(economics, management, marketing).		
32BC-P-STAT-01	Statistics	Z,ZK	6
	npletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and	-	
analysis, regression a	analysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students	will be ready to pra	actically us
	these methods in follow-up courses and practical tasks in a business environment.	7 71/	~
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TQMN-01	Quality Management	ZK	3
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
The subject is intended and at the same tim stimuli within the tead understa	Training and Staff Development ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary a e it should serve to better understand the relationship between management and leadership of people in an organization. Presentii ching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a c nding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mar	ng a whole range c loser introduction a	f attractive
and at the same tim stimuli within the teac understa 32BC-P-ZAVR-01 The course is implem the guidance of expe	ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary a te it should serve to better understand the relationship between management and leadership of people in an organization. Presentii ching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a c nding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mar Employee Selection Process nented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge rts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective.	nd cross-disciplina ng a whole range of loser introduction a hagement and HR. Z ge, but most import pective of the applic	ry contexts of attractive and possibl 3 antly, unde cant and th
The subject is intended and at the same tim stimuli within the teac understar 32BC-P-ZAVR-01 The course is implem the guidance of expe	ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary a e it should serve to better understand the relationship between management and leadership of people in an organization. Presentii ching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a c nding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mar Employee Selection Process nented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge rts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective se will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme	nd cross-disciplina ng a whole range of loser introduction a hagement and HR. Z ge, but most import pective of the applic	ry contexts of attractive and possibl 3 antly, unde cant and th
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The subject is intended and at the same tim stimuli within the teac understar 32BC-P-ZAVR-01 The course is implerent the guidance of expection company. In the course 32BC-P-ZODB-01 32BC-P-ZPDT-01 Design of primary sy 32BC-P- LZD-01 The course introduce objectives of 32BE-P-ANTT-01 32BE-P-ANTT-01 32BE-P-ANTT-01 32BE-P-ARTT-01 32BE-P-ARTT-01 32BE-P-CONN01 The aim of the course level, and consists of such as fixed express 32BE-P-CONN01 Managing cultural d business world. Know be considered one of culture 32BE-P-COSY01 32BE-P-COSY01 32BE-P-CRTH-01 The primary object discussion and pra	ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary at e it should serve to better understand the relationship between management and leadership of people in an organization. Presentiti- sching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a c inding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mar Employee Selection Process nented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge rts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the persy se will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing restem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in Applied Materials in Technology Artificial Intelligence Business Correspondence e to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email and their writing will be easier to understand. The course also uncovers cultural differen	Ind cross-disciplina ing a whole range of loser introduction a magement and HR. Z ge, but most import bective of the applid ester of the acad. ye KZ Z,ZK as and dimensions ZK agement in achieving the market econor ZK Z,ZK ZK mediate or upper-in e conventional lang Is, express themse unication Z,ZK different backgrou- int national cultures deeper knowledge ation members. ZK n-solving skills. This is in the practice of	ry contexts of attractive and possible antly, under antant and the ar 2023/24 design and ang strategin my. 3 ang strategin my. 3 antermediat uage areas lives clearly 6 unds in the s and could a about how 3 ough the reasoned
The subject is intended and at the same tim stimuli within the teac understar 32BC-P-ZAVR-01 The course is implement the guidance of expension company. In the course 32BC-P-ZODB-01 32BC-P-ZPDT-01 Design of primary sy 32BC-P- LZD-01 The course introduce objectives of 32BE-P-ANTT-01 32BE-P-ANTT-01 32BE-P-ARTT-01 32BE-P-ARTT-01 32BE-P-ARTT-01 32BE-P-COMN01 Managing cultural d business world. Know be considered one of culture 32BE-P-COSY01 32BE-P-CRTH-01 The primary object discussion and pra	ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary at e it should serve to better understand the relationship between management and leadership of people in an organization. Presentil hing of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a c nding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of mar Employee Selection Process nented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge ts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the persp se will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. Fundamentals of Thesis Business Data Processing restem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure implementation for decision making purposes and results reporting using pivot charts and tables. Human Resources Management is modern principles and practices of human resource functions that determine the competitiveness of the organization in Applied Materials in Technology Artificial Intelligence e to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email and their writing will be easier to understand. The course also uncovers cultural differences and English business commu <b>Cros</b>	Ind cross-disciplina ing a whole range of loser introduction a magement and HR. Z ge, but most import bective of the applid ester of the acad. ye KZ Z,ZK as and dimensions ZK agement in achieving the market econor ZK Z,ZK ZK mediate or upper-in e conventional lang Is, express themse unication Z,ZK different backgrou- int national cultures deeper knowledge ation members. ZK n-solving skills. This is in the practice of	ry contexts of attractive and possible antly, under ant and the ar 2023/24 2 6 design and 3 ng strategi my. 3 3 attermediate uage areas lives clearly 6 unds in the s and could a about how 3 ough the reasoned
The subject is intended and at the same tim stimuli within the teac understar 32BC-P-ZAVR-01 The course is implerent the guidance of expection company. In the course 32BC-P-ZODB-01 32BC-P-ZPDT-01 Design of primary sy 32BC-P- LZD-01 The course introduce objectives of 32BE-P-ANTT-01 32BE-P-ANTT-01 32BE-P-ANTT-01 32BE-P-ARTT-01 32BE-P-ARTT-01 32BE-P-CONN01 The aim of the course level, and consists of such as fixed express 32BE-P-CONN01 Managing cultural d business world. Know be considered one of culture 32BE-P-COSY01 32BE-P-COSY01 32BE-P-CRTH-01 The primary object discussion and pra	ed to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary are it should serve to better understand the relationship between management and leadership of popple in an organization. Presentitiving of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a conting of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of marks the subject, which opens a didactically desirable space for starting a discussion process and applying for job positions from the perspanse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer seme the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m. <b>Fundamentals of Thesis Business Data Processing</b> restem database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure implementation for decision making purposes and results reporting using pivot charts and tables. <b>Human Resources Management</b> s modern principles and practices of human resource functions that determine the competitiveness of the organization in <b>Applied Materials in Technology Artificial Intelligence Business Correspondence</b> e to help students write better emails in English as emails are the most common form of written communication. It is aimed at inters essions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more sions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business comme services of indevided and doing business acros countries. Cross culture is the interaction of people from whedge of cross-	Ind cross-disciplina ing a whole range of loser introduction a magement and HR. Z ge, but most import bective of the applid ester of the acad. ye KZ Z,ZK as and dimensions ZK agement in achieving the market econor ZK Z,ZK ZK mediate or upper-in e conventional lang Is, express themse unication Z,ZK different backgrou- int national cultures deeper knowledge ation members. ZK n-solving skills. This is in the practice of	ry contexts of attractive and possible antly, under ant and the ar 2023/24 2 6 design and 3 ng strategin my. 3 3 antermediate uage areas lives clearly 6 unds in the s and could a about how 3 rough the reasoned

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-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 idea.	siness plan (to sele	ect and use		
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).				
32BE-P-ICTI-01 Social and Political Impacts of Modern ICT	ZK	3		
32BE-P-INBC-01 International Business Culture	Z,ZK	3		
The course examines various cases encountered in international business to give participants examples of real-life situations, help them understand what				
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.				
32BE-P-IPW1-01 International Project Workshop I.	ZK	3		
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 with i	. · ·	-		
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		-		
mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without sectors	uring cash flows an	nd 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				
for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and s				
32BE-P-MACR-01 Macroeconomics	ZK	3		
This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations desc	-	-		
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-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 fam				
including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has		•		
sessions.				
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,		-		
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer bas	-			
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For hous the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes 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 competing to predator		-		
the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometim		-		
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 con	tent, 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				
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, m				
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-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 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 impo		-		
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 internat		analyzed,		
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed count				
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 at techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and dec				
pricing, distribution and communication.		or product,		
32BE-P-PRSK-01 Presentation Skills	ZK	3		
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	I I			
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	-			
upper-intermediate level.				
32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	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 provide		owledge of		
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H				
32BE-P-SDGB-02 Social Determinants of Global Business	ZK	6		
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 introduces and concerns of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management.		-		
and concepts of this field. 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				
The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring t				
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 language and demonstrate pairing and the pairing of patients and the patients and the pairing of patients and the patients and t				
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				
studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Irde Policy and the indus implemented by developed countries	smai promotion, pu	nposely		

32BL-P-ENL1-01	English Language 1	Z	6		
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramination of the studies of th	mar. The course fo	cuses 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 li				
32BL-P-ENL1-02		Z	6		
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram				
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and interventional listenance of the second strengthening and interventional listenance of the second strengthening and strength		imar. All		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional lit		0		
32BL-P-ENL2-01	English Language 2	Z,ZK	6		
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar.					
-	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		ig grannar.		
32BL-P-ENL2-02		Z,ZK	6		
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-		
	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		-		
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
32BL-P-ENL3-01	English Language 3	Z	6		
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	mar. The course fo	cuses on		
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	imar. All		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional lit	fe.			
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 gramination studies.	mar. The course fo	cuses on		
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		imar. All		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional lit	fe.	1		
32BL-P-ENL4-01	5 5 5 I	Z,ZK	6		
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-		
	tanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength		ng grammar.		
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		0		
32BL-P-ENL4-02	5 5 5 I	Z,ZK	6		
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea tanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength.		-		
-	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		iy ylannal.		
32BL-P-FRL1-01	French Language 1	Z	6		
32BL-P-FRL2-01	French Language 2	Z,ZK	6		
		Ζ,ΖΙ	6		
32BL-P-GEL1-01	German Language 1 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.	2	0		
32BL-P-GEL2-01		Z,ZK	6		
32BL-P-ITL1-01	German Language 2	Ζ,ΖΝ	6		
	Italian Language 1		-		
32BL-P-ITL2-01	Italian Language 2	Z,ZK	6		
32BL-P-SPL1-01	Spanish Language 1	Z	6		
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and					
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.					
32BL-P-SPL2-01	Spanish Language 2	Z,ZK	6		
	ble for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the				
A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The					
course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.					
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6		
TV1	Physical Education	Z	0		
TV2	Physical Education	Z	0		
L		l			

For updated information see <u>http://bilakniha.cvut.cz/en/FF.html</u> Generated: day 2025-08-12, time 18:00.