Study plan

Name of study plan: B0413P050061 Ekonomika a management (OZ106 Obchodní podnikání) od ZS 2023/2024

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

Required credits: 192

Elective courses credits: -12 Sum of credits in the plan: 180

Note on the plan:

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

The role of the block: Z

Code of the group: B0413P - PV

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

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

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

Credits in the group: 102

Note on the grou	I control of the cont					
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BC-P-BCPR-01	Bachelor Thesis Jiří Zmatlík, František Hřebík, Lenka Emrová, Miroslav Sponer, Martin Šikýř, Ladislava Knihová, Michal Mervart, Igor Kukliš, Pavel Mužík,	Z	6			Z
32BC-P-INFO-01	Informatics Tomáš Kubálek, Pavel Andres, Michaela Seghmanová Pavel Andres Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		Z
32BC-P-LOGI-01	Logistics Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		Z
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics František Hřebík František Hřebík (Gar.)	ZK	3	2P+0C		Z
32BC-P-RTBS-01	Retail Business	ZK	3	2P+0C		Z
32BC-P-TQMN-01	Quality Management Ondřej Hykš Ondřej Hykš (Gar.)	ZK	3	2P+0C		Z
32BC-P-MAT1-01	Mathematics 1 Nikola Kaspříková, Eliška Cézová, Jiří Nárožný, Leopold Herrmann Nikola Kaspříková Nikola Kaspříková (Gar.)	Z,ZK	6	2P+2C		Z
32BC-P-MAT2-01	Mathematics 2 Nikola Kaspříková	Z,ZK	6	2P+2C		Z
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-MIKR-01	Microeconomics František Hřebík, Petr Makovský, Petr Adámek František Hřebík František Hřebík (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	Operational Research Denisa Mocková, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	Business Economics	Z,ZK	5	2P+1C		Z
32BC-P-PRAV-01	Law Jiří Všetečka Jiří Všetečka Jiří Všetečka (Gar.)	ZK	3	2P+0C		Z
32BC-P-PRX3-01	Internship Soňa Cupalová Soňa Cupalová	Z	18	480XH		Z

32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		Z
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová	Z,ZK	4	2P+1C		Z
32BC-P-PJBP-01	Bachelor Thesis Project Petr Studnička Petr Studnička (Gar.)	Z	2	1P+1C		Z
32BC-P-ŘLZD-01	Human Resources Management Martin Šikýř Martin Šikýř (Gar.)	ZK	3	2P+0C		Z
32BC-P-SOCI-01	Sociology Lucie Plzáková Lucie Plzáková (Gar.)	ZK	3	2P+0C		Z
32BC-P-STAT-01	Statistics Pavel Mužík, Jiří Nárožný Jiří Nárožný Pavel Mužík (Gar.)	Z,ZK	6	2P+2C		Z
TV1	Physical Education	Z	0	0+2	Z	Z
TV2	Physical Education	Z	0	0+2	L	Z
32BC-P-MNGZ-01	Principles of Management Pavel Mužík, Zuzana Dvořáková Zuzana Dvořáková (Gar.)	Z,ZK	3	1P+1C		Z
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4	2P+1C		Z
32BC-P-ZODB-01	Fundamentals of Thesis Petr Vymětal Petr Vymětal (Gar.)	KZ	2	2P+0C		Z
32BC-P-PMNZ-01	Fundamentals of Project Management Petr Fanta Petr Fanta (Gar.)	ZK	3	1P+1C		Z
32BC-P-UCTO-01	Basics of Accounting Tetiana Davydiuk, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		Z

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

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

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

32BC-P-MACR-01 Macroeconomics	ZK	3
32BC-P-RTBS-01 Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and	understanding of its busine	ess opportunities.
32BC-P-TQMN-01 Quality Management	ZK	3
32BC-P-MAT1-01 Mathematics 1	Z,ZK	6
32BC-P-MAT2-01 Mathematics 2	Z,ZK	6
32RF-P-MICR-01 Microeconomics	7 7K	4

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

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

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

32BE-P-MNGP-01 Principles of Management

Z,ZK Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while

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

32BE-P-PMAR-01 Principles of Marketing

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

32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-ŘLZD-01	1 Human Resources Management	ZK	3
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The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.

32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on	understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social	structure of societ	y with emphasis
on the position of the in	dividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that ma	ike up the content	of the study
(economics, manageme	ent, marketing).		
32BC-P-STAT-01	Statistics	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
The course introduces	ey concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on under	standing the man	agement cycle
(planning, organizing, d	ecision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students will	l learn about vario	us forms of
organizational structure	, change management, and the importance of goals in strategic management. The course covers current topics such as inte	rnal communication	on, the use of
social networks, and the	e role of artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework a	and practical skills	for working in a
managerial environmer		•	3
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who take the	narketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in	termediate distrib	ution links,
marketing communicati	ons, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, ne	ew product, and p	roduct life cycle.
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 66

The role of the block: PV

Code of the group: B0413P - OZ106

Name of the group: Povinně volitelné předměty oborového zaměření B0413P050061, 106 Obchodní podnikání

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:

Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their Completion Credits Code Scope Semester Role members) Tutors, authors and guarantors (gar.) Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová (Gar.) 32BC-P-MOPR-01 Z,ZK 2P+2C **Digital Marketing** 32BC-P-DIMA-01 Z,ZK 6 2P+2C ΡV Tomáš Sadílek **Tomáš Sadílek** Tomáš Sadílek (Gar.) 32BC-P-POPL-01 Z,ZK 6 2P+2C ΡV **Entrepreneurship and Business Plan** 32BC-P-OBPR-01 Z,ZK 2P+2C PV **Business Operations Management Business Negotiation Skills** 32BC-P-TROJ-01 ΚZ 0P+2C 3 PV Vladimíra Khelerová Team Management K7 32BC-P-VETY-01 1P+1C PΛ

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ106 Name=Povinně volitelné předměty oborového zaměření B0413P050061, 106 Obchodní podnikání

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32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3
32BC-P-VETY-01	Team Management	KZ	3

Code of the group: B0413P - PVOK - ALL

Name of the group: Povinně volitelné předměty odborné kompetence B0413P050061, celkový min. požadavek

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

Vladimíra Khelerová Vladimíra Khelerová (Gar.)

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

Credits in the group: 27

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
32BC-P-MOPR-01	Tutors, authors and guarantors (gar.) Fashion Industry Trends	Z,ZK	6	2P+2C		PV
32BE-P-APMK-01	Vladimíra Khelerová Vladimíra Khelerová (Gar.) Applied Marketing	Z,ZK	3	1P+1C		PV
32BC-P-BOZP-01	Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.) Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
32BE-P-BCOR-01	Business Correspondence	ZK	3	0P+2C		PV
32BE-P-BCOR-02	Eva Císlerová, Jonathan Edmund Holmes Eva Císlerová Eva Císlerová (Gar.) Business Correspondence	ZK	3	12B		PV
32BE-P-CSRS-01	Eva Císlerová Eva Císlerová Eva Císlerová (Gar.) Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-02	Irena Jindřichovská Irena Jindřichovská Irena Jindřichovská (Gar.) Critical Thinking	Z,ZK	3	0P+2C		PV
32BE-P-CRTH-01	Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.) Critical Thinking	ZK	3	0P+2C		PV
	Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.) Cross-Cultural Management					
32BE-P-CCMN-01	Eva Císlerová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-DSCR-01	Tax System in Czechia Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BE-P-DIMA-01	Digital Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	Economic Security František Hřebík	Z	3	0P+2C		PV
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ESGR-01	ESG Reporting and Global Regulation Otakar Schlossberger, Jana Brodani Jana Brodani Jana Brodani (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ESGC-01	ESG Social Competences Zuzana Dvořáková	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
32BC-P-FIDS-02	Financial and Tax Environment Otakar Schlossberger	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	Financial Accounting Theodor Beran	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	Information Systems and Design Jiří Kaiser Jiří Kaiser Jiří Kaiser (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	Innovation Policies	KZ	3	2P+0C		PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	International Project Workshop I. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	23B		PV
32BE-P-ITRF-01	International Trade and Finance Oldřich Bronec	Z,ZK	6	2P+2C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šikýř, Pavel Andres, Kateřina Tomešková, Eva Šírová Martin Šikýř Pavel Andres (Gar.)	Z	3	16B		PV
32BC-P-KODO-01	Communication Skills in Management Practice Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský	ZK	3	0P+2C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek	ZK	6	0P+4C		PV

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

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

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 determined to the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations determined to the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations determined to the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations determined to the country operates regarding its aggregate variables.	scribing its markets	. Graphical
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquid		- 1
the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, t		
economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the fa		-
including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course	nas only lectures a	and no exercise
sessions.	7.71/	4
32BE-P-MICR-01 Microeconomics The legiture appoint of topics that represent gurrent microeconomic problems. The issue is viewed not only from the parametrize of market participal.	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participa but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer		
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For	=	
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an e		- 1
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 effic	ient allocation
of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.		
32BE-P-MNGP-01 Principles of Management	Z,ZK	3
Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and	content, methods	and tools, while
changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key posi-		-
However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge		
deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic		
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 in a company.	-	
techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and	decisions in the ar	eas of product,
pricing, distribution and communication.	7.71/	
32BC-P-MOPR-01 Fashion Industry Trends	Z,ZK	6
32BC-P-DIMA-01 Digital Marketing	Z,ZK	6
32BC-P-POPL-01 Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-OBPR-01 Business Operations Management	Z,ZK	6
32BC-P-TROJ-01 Business Negotiation Skills	KZ	3
32BC-P-VETY-01 Team Management	KZ	3
32BE-P-APMK-01 Applied Marketing	Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies,	1 ' 1	, and the role of
credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a n	nobile app prototype	e for destination
marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aim	ned at promoting ur	nique tourist
sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will for	=	- 1
IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical states are also as a second process.	· ·	
Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be an expected to the strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be a strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be a strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be a strategy and design a campaign element that effectively integrates both online and offline media.	be presented in clas	ss for feedback
and discussion.	71/	
32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention		
	ZK	3
Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations.	Employee rights ar	nd obligations.
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 Protection.	Employee rights ar	nd obligations.
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2BC-P-EKZP-01	Environmental Economics	Z,ZK	6
	Entrepreneurship and Business Plan	Z,ZK	6
	characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a		_
	d methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
2BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
	ESG Social Competences	Z,ZK	6
	knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is		_
	ning an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social stand	•	
=	tencies for the position of ESG manager, examples of good practice, and ESG case studies.		,
32-6	EuroTeQ 6 ECTS	Z,ZK	6
	Financial and Tax Environment	Z.ZK	6
	ent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions	. , .	_
•	ry "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of		
_	stem in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.		
2BC-P-FIAN-01	Financial Analysis	Z,ZK	6
	Financial Accounting	Z,ZK	6
	Information Systems and Design	Z,ZK	3
	n introduction to standards for specifying business processes and software application requirements using BPMN and UML st		_
	ems architecture, basic types of software applications for information system of enterprise, information system lifecycle, appro		
	of process modeling using BPMN, and modeling of functional requirements for software applications using UML.	oaches to illioitha	don system
	Innovation Policies	KZ	3
	nmovation i officies energials and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions	1	
• .	-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much i	•	•
	tails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment,	-	
	competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and qu	-	
	es and tensions among those approaches so innovation policies at both national and local level can bring very different result		
	International Business Culture	Z,ZK	3
	rarious cases encountered in international business to give participants examples of real-life situations, help them understand		_
	ppropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may thr		
•	nical or interpersonal problems.		
-	International Project Workshop I.	ZK	3
	I for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international	1	_
is course is intended		ai broiect abbroac	
		агргојест арргоас	11, ασσιστ πτοτι
swering questions that	at arise along the way, and capitalize on successful actions.		
nswering questions that 2BE-P-IPW2-01	at arise along the way, and capitalize on successful actions. International Project Workshop II.	ZK	3
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32BC-P-MRTR-01 New Trends in Marketing Communication	Z,ZK	6
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in n	narketing communi	cation such as
marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
32BC-P-PEBA-01 Money, banks, financial markets	ZK	3
32BE-P-RGDP-01 Planning of Regional Development	Z,ZK	3
The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech	=	-
a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will	-	-
planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive developments stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.	nt from the perspec	tives of different
32BC-P-POFI-01 Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	1 ' 1	
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	•	•
maximize wealth for shareholders.	, ,	
32BE-P-PETR-02 Political Economy and International Trade Relations	Z.ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sever	al topics dealing wi	th 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 analys	sis, emphasising
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the im	portant section of	International
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	=	-
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 interr	national trade will b	e analyzed,
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.	T	
32BE-P-PETR-01 Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed.		_
economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle	-	-
emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the	-	
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive	=	-
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 including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.	iational trade will b	e analyzeu,
32BC-P-PRAP-01 Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	211	3
32BC-P-PAOS-01 Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets.	1	_
codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	ets. Emphasizing th	le importance o
32BE-P-PRSK-02 Presentation Skills	Z	3
	Z	3
32BE-P-PRSK-03 Presentation Skills		
32BE-P-PRSK-01 Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategie their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cou	-	ents will develop
	irea le almad at inte	rmadiata and
	irse is aimed at inte	ermediate and
upper-intermediate level.		
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management	Z,ZK	6
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stu-	Z,ZK dents will learn effe	6 ective strategies
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stupolicies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management.	Z,ZK dents will learn effe	6 ective strategies
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stupolicies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performanze management.	Z,ZK dents will learn effe ormance managen	6 ective strategies nent in the
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stupolicies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance. 32BC-P-CRMN-01 Customer Relationship Management	Z,ZK dents will learn effe ormance managen	6 ective strategies nent in the
upper-intermediate level. 32BC-P-RHPV-01 Work Performance Management The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, stupolicies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performanze management.	Z,ZK dents will learn effe ormance managen Z,ZK p management and	6 ective strategies nent in the 3 d differentiated
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32BC-P-ZAVR-01 Employee Selection Process

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

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

ΚZ

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

32BC-P-ZPDT-01 Business Data Processing

Z.Z

6

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

Code of the group: B0413P - PVOK - AJ

Name of the group: Povinně volitelné předměty odborné kompetence B0413P050061 v anglickém jazyce Requirement credits in the group: In this group you have to gain at least 12 credits (at most 0)

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

Credits in the group: 12

Note on the group:

Note on the grou						
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-APMK-01	Applied Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová, Jonathan Edmund Holmes Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-BCOR-02	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	12B		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jindřichovská Irena Jindřichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CRTH-02	Critical Thinking Ondřej Galuška Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-DIMA-01	Digital Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-IPW1-01	International Project Workshop I. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Pavel Mužík, Vincent Blaise Montenero Vincent Blaise Montenero Pavel Mužík (Gar.)	ZK	3	23B		PV
32BE-P-ITRF-01	International Trade and Finance Oldřich Bronec	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BE-P-RMAR-01	Marketing Research Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-RGDP-01	Planning of Regional Development Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-PETR-02	Political Economy and International Trade Relations Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV
32BE-P-PETR-01	Political Economy of International Trade Relations Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-PRSK-03	Presentation Skills Anna Wagnerová Anna Wagnerová (Gar.)	Z	3	24B		PV
32BE-P-PRSK-02	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová (Gar.)	Z	3	0P+2C		PV
32BE-P-PRSK-01	Presentation Skills Eva Císlerová, Anna Wagnerová Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV

32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C	PV
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová	Z,ZK	4	2P+1C	PV
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3	1P+1C	PV
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6	2P+2C	PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - AJ Name=Povinně volitelné předměty odborné kompetence B0413P050061 v anglickém jazyce

32BE-P-MACR-01 Macroeconomics

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

32BE-P-MICR-01 Microeconomics

Z.ZK

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

32BE-P-MNGP-01 Principles of Management

Z,ZK

3

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

32BE-P-PMAR-01 Principles of Marketing

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

32BE-P-APMK-01 Applied Marketing

Z.ZK

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

32BE-P-BCOR-01 Business Correspondence

ZK

3

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

32BE-P-BCOR-02 Business Correspondence 32BE-P-CSRS-01 Corporate Social Responsibility

ΖK Z.ZK

3

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

32BE-P-CRTH-02 Critical Thinking 32BE-P-CRTH-01 Critical Thinking

Z,ZK7K

3 3

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

32BE-P-CCMN-01 Cross-Cultural Management

Z,ZK

Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.

32BE-P-DIMA-01 Digital Marketing

Z,ZK

The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on Al-driven strategies and consumer behaviour in the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and Al-enhanced content creation such as podcasting and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing impact of influencer and affiliate marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public relations and reputation. Leveraging analytics and AI for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum equips students with the knowledge and practical skills needed to navigate and succeed in the fast-evolving digital environment.

32BE-P-EBPL-01			
-	Entrepreneurship and Business Plan	Z,ZK	6
	o characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a	a business plan (to	select and use
	d 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
	various cases encountered in international business to give participants examples of real-life situations, help them understand	= =	
	ppropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the	reaten the success	of international
	nical or interpersonal problems.		
	International Project Workshop I.	ZK	3
	for students participating in the IPW project. It has been designed to help them review certain crucial areas of an internation	al project approach	, assist them in
<u> </u>	nat arise along the way, and capitalize on successful actions.	71/	
	International Project Workshop II.	ZK	3
	International Trade and Finance	Z,ZK	6
	lobalized world, in a world of open borders It is very likely that you will work in international company or in domestic company v		=
=	or this type of work you need not only training in economic and managerial fields as you study them today (and technical as we	=	-
•	g for working in an international environment The issue of international business and management is very extensive and com you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without	-	
	e, while international finance is largely focused on business transactions This course is just a starting point for further study, b	-	_
	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	•	t otal ting point
	Marketing Research	Z,ZK	6
	the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing da	1 ' 1	
	earch, interpret findings, and apply insights to marketing strategies.	aidi Olddollio Illii lo	
	Planning of Regional Development	Z.ZK	3
	and the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech I	1 , 1	_
-	Students should get familiar with the core European concepts of regional and municipal development; particular attention will	-	
•	in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive developmen	-	
stakeholders and profe	ssions, and understand the need of cooperation, participation and democracy in practice.		
32BE-P-PETR-02	Political Economy and International Trade Relations	Z,ZK	6
Throughout the course	, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa	al topics dealing wit	h the economic
policy will be discusse	l: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance	of Payment analys	s, emphasising
the good and service	ransactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the im	portant section of I	nternational
) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive		
		•	rategies, the
	rporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations.	•	rategies, the
	issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.	national trade will be	rategies, the e analyzed,
	issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries. Political Economy of International Trade Relations	z,ZK	rategies, the e analyzed,
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Code of the group: B0413P - PVT

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

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

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

Credits in the group: 9 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Olga Štěpánková, Martin Macaš Martin Macaš Olga Štěpánková (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
32BE-P-COSY-02	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	16B		PV
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-ERGO-02	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3			PV
32BC-P-ERGO-01	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	ZK	3	2P+0C		PV
32BC-P-MATP-01	Applied Materials in Technology	ZK	3	2P+0C		PV
32BC-P-REGA-01	Techniques of Regional Analysis Vladimíra Šilhánková Vladimíra Šilhánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-TZTU-01	Technological Changes in Tourism Petr Studnička, Lucie Plzáková Petr Studnička Lucie Plzáková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-DOPT-01	Transportation Technology Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology Oldřich Bronec Oldřich Bronec (Gar.)	ZK	3	2P+0C		PV
32BC-P-UMIN-01	Artificial Intelligence Olga Štěpánková, Martin Macaš Martin Macaš Olga Štěpánková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Burčík Jaroslav Burčík (Gar.)	ZK	3	2P+0C		PV
32BC-P-UKIB-02	Introduction to Cyber Security and Information Security Jaroslav Burčík Jaroslav Burčík (Gar.)	ZK	3	16B		PV

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

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

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

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

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

ZK

3

32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA

The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA

32BC-P-SAPH-01 Enterprise Management in SAP S/4 HANA

ZK The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.

32BC-P-ERGO-02 Ergonomics	ZK	3
32BC-P-ERGO-01 Ergonomics	ZK	3

The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requirements for working while sitting, standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health issues caused by prolonged passive sitting in poorly adjusted conditions.

• •	<u> </u>			
32BC-P-MATP-01	Applied Materials in Technology	ZK	3	
32BC-P-REGA-01	Techniques of Regional Analysis	Z,ZK	3	
32BC-P-TZTU-01	Technological Changes in Tourism	Z,ZK	3	
32BC-P-DOPT-01	Transportation Technology	ZK	3	

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

32BE-P-TRST-01	Transportation Technology	ZK	3				
The course serves as a	ne course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems						
and concepts of this field	and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.						
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3				
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3				
32BC-P-UKIB-02	Introduction to Cyber Security and Information Security	ZK	3				

Name of the block: Jazyky

Minimal number of credits of the block: 24

The role of the block: J

Code of the group: B0413P - J

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

Requirement credits in the group: In this group you have to gain at least 24 credits

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

Credits in the group: 24 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-02	English Language 1 Eva Cislerová, Jonathan Edmund Holmes, Anna Wagnerová, Romana Janotová, Zuzana Chvatíková, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Barbora Maturová, Jana Rubešová, Kryštof Beták Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Radek Vít	Z,ZK	6	0P+4C		J
32BL-P-ENL3-02	English Language 3 Eva Cislerová, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Halka Varhaníková, Kryštof Beták, Dagmar Garlick Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Anna Wagnerová, Barbora Maturová, Lenka Pánková, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-ENL4-02	English Language 4 Radek Vít	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	French Language 1 Eva Císlerová, Abigail Rejchrtová Kozlíková Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-FRL2-01	French Language 2	Z,ZK	6	0P+4C		J
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ITL2-01	Italian Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-GEL2-01	German Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J
32BL-P-SPL1-01	Spanish Language 1 Eva Císlerová, Anna Wagnerová, Vanda Hanousková Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-SPL2-01	Spanish Language 2 Eva Císlerová	Z,ZK	6	0P+4C		J

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

32BL-P-ENL1-02 English Language 1

2 | 6

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

32BL-P-ENL1-01 English Language 1

Z |

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

32BL-P-ENL2-01 English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given	ven level, i.e. reading, writing, s	peaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as w	vell as on strengthening and imp	oroving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	sional 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	ven level, i.e. reading, writing, s	peaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well-	vell as on strengthening and imp	oroving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	sional 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 a	as well as grammar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on st	rengthening and improving grar	nmar. 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 a	•	
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on st	rengthening and improving grar	nmar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		
32BL-P-ENL4-01 English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given the course focuses on developing all four language skills at the given the course focuses on developing all four languages and the given the course focuses on developing all four languages and the given the course focuses on developing all four languages are the given the course focuses on developing all four languages are the given th	ven level, i.e. reading, writing, s	peaking and
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as w		oroving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	1	
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		_
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as v		oroving grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		
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.	'	•
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	g to the CEFR: speaking, readi	ng, 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 co	ourse is designed
EXCLUSIVELY for beginners/ false beginners.		·
32BL-P-SPL2-01 Spanish Language 2	Z,ZK	6
The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language 1.	1 '	uage on the level
A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish gra		•
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. Em	ployee rights and	obligations.
Risk prevention. E	mployee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protectio	on Act. Occupation	al hygiene.
	Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-CRMN-01	Customer Relationship Management	Z,ZK	3
The course introdu	ces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	nanagement and di	fferentiated
customer relations	ship management. Students will understand how to create customer profiles based on customer segmentation and identify key custo	mers. Emphasis is	placed on
creating	and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer manageme	ent are introduced.	
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in trans	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolog	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using 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
32BCP-ERGO-01	Ergonomics	ZK	3
The student should	acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic require	ments for working	while sitting,
standing, and using	a computer. The course also includes understanding spatial perception and the interaction between a person and their environment	it, as well as preve	nting health
	issues caused by prolonged passive sitting in poorly adjusted conditions.		
32BCP-ERGO02	Ergonomics	ZK	3

32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
	·	,	1
	es on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is t nsforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standa	•	-
necessary for tra	reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.	rus and ESG met	rics, ESG
00DC D ECCD 04		7 71/	
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK	6
	eurrent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a		-
Definition of the cat	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.		n the currer
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc	ulations.	
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-INPL-01	Innovation Policies	KZ	3
	epreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. TI		_
on a number of slo	w-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much mo	re flexible, yet also	vital, poin
	s entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, an	=	-
atter can aim to fos	ter competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality	of life (regional va	alue theory
The	ere are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very di	ferent results.	
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
	es an introduction to standards for specifying business processes and software application requirements using BPMN and UML star	,	1
-	n systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approx		
.,	development, methods of process modeling using BPMN, and modeling of functional requirements for software applications usin		,
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BCPKODO-01	Communication Skills in Management Practice	Z,ZK	6
	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	,	1
•	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused		-
· · · · · · · · · · · · · · · · · · ·	ills in conducting the conflict studitions and negotiations. The course is also locused on successful self-presentation. In the part locused ills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skil	_	
will acquire basic sr	on their actions.	is in practice and g	get leedbat
00DC D I OCI 04		71/	
32BC-P-LOGI-01	Logistics	ZK	3
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BCP-MACR-01	Macroeconomics	ZK	3
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
		ZK	
32BC-P-MATP-01	Applied Materials in Technology		3
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
32BC-P-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKVY-01		Z,ZK	6
	Marketing Research ne 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		1
	thod and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able		
determine the me	problems independently and in cooperation with a professional research agency from the position of a marketing manager		research
			3
32BC-P-MNGZ-01	Principles of Management	Z,ZK	_
	ices key concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on understa	-	-
	zing, decision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students will I ucture, change management, and the importance of goals in strategic management. The course covers current topics such as intern		
•	d the role of artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework and		
social fletworks, all	managerial environment.	JI actical Skills for V	working in
		7 71/	
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MNPS-01	Managerial Psychology	Z,ZK	3
	ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mc		
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana	-	
-	e personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted wi		-
	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities, with psychic functions and processes applied in performing managerial activities.		-
	ices the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics of selected developmental periods.		
=	mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the		
•	nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social background and concepts of social background and		•
•	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espi-	=	
	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobble as m		
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who ta	te the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of int	ermediate distribut	tion links,
marketing commun	ications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new p	roduct, and produ	ct life cycle
32BC-P-MRTR-01	New Trends in Marketing Communication	Z,ZK	6
	d on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in mark		1
The course is base		-	
The course is base	marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
The course is base 32BC-P-OBPR-01	marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies. Business Operations Management	Z,ZK	6

32BC-P-OPVY-02	Operational Peccereh	Z,ZK	4
32BC-P-PAOS-01	Operational Research	Z,ZK	3
	Legal Aspects of Consumer Protection consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E		_
basic information on	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	imphasizing the in	iportarioc or
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-POFI-01	Corporate Financial Management	Z,ZK	6
I .	and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe		_
	ced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpris maximize wealth for shareholders.		
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
32301111111111	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	211	1
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 ČVUT during their studies to give students the opportuni supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stad long-term professional internship.		
32BC-P-RECR-01	Employee recruitment and selection	KZ	3
	knowledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job appl		_
	on understanding the approaches employers use to assess the competencies and motivation of job applicants.		
32BC-P-REGA-01	Techniques of Regional Analysis	Z,ZK	3
32BC-P-RHPV01	Work Performance Management	Z,ZK	6
	d on the development of managerial skills in performance management in the organization. Through lectures and seminars, students		_
policies and practi	ices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor organization.	mance managem	ent in the
32BC-P-RTBS-01	Retail Business	ZK	3
	netall Business es students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding		_
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
I	se is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H	s students with kn	_
32BC-P-SOCI-01	Sociology	ZK	3
OLDO I OCCION			
The course focuses of			_
	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make	cture of society wi	th emphasis
on the position of the	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social stru	cture of society wi	th emphasis
on the position of the state of	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social stru- he individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make	cture of society wi e up the content of KZ	th emphasis
on the position of the state of	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure in the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing).	cture of society wi e up the content of KZ Z,ZK	th emphasis f the study
on the position of the state of	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure in the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks	cture of society wi e up the content of KZ	th emphasis f the study
on the position of the state of	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics	cture of society wi e up the content of KZ Z,ZK	th emphasis f the study
on the position of the state of the position of the state	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice	cture of society wi e up the content of KZ Z,ZK Z,ZK	th emphasis f the study 3 6 6
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Statistics Management Theory and Practice Quality Management	cture of society with ending the content of the con	th emphasis f the study 3 6 6 3
32BC-P-STAZ-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TROJ-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Statistics Management Theory and Practice Quality Management Business Negotiation Skills	cture of society with a up the content of KZ Z,ZK Z,ZK ZK ZK KZ	th emphasis f the study 3 6 6 3 3
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TROJ-01 32BC-P-TZTU-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism	KZ Z,ZK Z,ZK ZK KZ Z,ZK Z,ZK	th emphasis f the study 3 6 6 3 3 3
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TROJ-01 32BC-P-TZTU-01 32BC-P-TZTU-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism Accounting Software	KZ Z,ZK Z,ZK ZK KZ Z,ZK ZK ZK ZK ZK KZ Z,ZK	th emphasis f the study 3 6 6 3 3 3 3
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TZTU-01 32BC-P-TZTU-01 32BC-P-UCSW-01 32BC-P-UCSW-02	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism Accounting Software Accounting Software	KZ Z,ZK Z,ZK ZK ZK ZX	th emphasis the study 3 6 6 3 3 3 3 3
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TZTU-01 32BC-P-TZTU-01 32BC-P-UCSW-01 32BC-P-UCSW-02 32BC-P-UCSW-02	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism Accounting Software Accounting Software Basics of Accounting	KZ Z,ZK Z,ZK ZK KZ Z,ZK ZK ZK KZ Z,ZK ZK KZ Z,ZK Z,ZK Z,ZK Z,ZK	th emphasis the study 3 6 6 3 3 3 3 3 6
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TZTU-01 32BC-P-UCSW-01 32BC-P-UCSW-02 32BC-P-UCTO-01 32BC-P-UCD-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism Accounting Software Accounting Software Basics of Accounting Sustainability and Product Design	KZ Z,ZK Z,ZK KZ Z,ZK Z,ZK XZ XK XZ Z,ZK Z,ZK	3 6 6 3 3 3 6 6 6 6
32BC-P-STA2-02 32BC-P-STAT-01 32BC-P-TPRI-01 32BC-P-TQMN-01 32BC-P-TZTU-01 32BC-P-TZTU-01 32BC-P-UCSW-02 32BC-P-UCTO-01 32BC-P-UCTO-01 32BC-P-UKIB-01	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing). Statistics 2 - practical tasks Statistics Management Theory and Practice Quality Management Business Negotiation Skills Technological Changes in Tourism Accounting Software Accounting Software Basics of Accounting Sustainability and Product Design Introduction to Cyber Security and Information Security	KZ Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK Z	3 6 6 3 3 3 6 6 6 3 3
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32BC-P-ŘLZD-01	Human Resources Management ZK	3
· · · · · · · · · · · · · · · · · · ·	ciples and practices of human resource management in the organization, explains the key role of human resource management in achie	-
	ion and introduces fundamental human resource functions that determine the competitiveness of the organization in the market econ	<u> </u>
2BE-P-AMTT-01	Applied Materials in Technology ZK	3
BE-P-APMK-01	Applied Marketing Z,ZK	3
- · · ·	ses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, a	
marketing that incorporates innov tes, landmarks, and cultural herita IC campaign element. This task re	g communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype in wative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and quires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan im grand design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class	ique touris executing a plementation
	and discussion.	
2BE-P-ARTT-01	Artificial Intelligence Z,ZK	3
2BE-P-BCOR-01	Business Correspondence ZK	3
he aim of the course to help stude evel, and consists of sessions of lar uch as fixed expressions, sentence	ents write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper inguage practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional lar e structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express them: ing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication	intermedia guage area
2BE-P-BCOR-02	Business Correspondence ZK	3
2BE-P-CCMN-01	Cross-Cultural Management Z,ZK	6
business world. Knowledge of cros be considered one of the core comp	crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgr is-cultural differences and their practical use increases the efficiency of interaction between representatives of different national culture petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled agement practices in international companies as well as the cultural orientations of individual managers and organisation members. Communication Systems and Technologies ZK	es and cou
space. For example: How is electric How the telephone network becom How here and how elsewhere? S around Čakovice. How television (i	it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost), on land, underwick current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a lance the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more latellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? Verification including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for pet history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always suc	ndline work G, the bette Ve will walk eople but fo
	keywords are principles and clarity.	
32BE-P-COSY02 Telecommunications: What does i	Communication Systems and Technologies ZK it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost), on land, underv	ater, and ir
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32BE-P-ITRF-01 International Trade and Finance Z,ZK 6 We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, characterizing the goods and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has only lectures and no exercise sessions 32BE-P-MICR-01 Microeconomics The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities. 32BE-P-MNGP-01 Principles of Management Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university. 32BE-P-PETR-01 Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed. Several topics dealing with 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 operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries. 32BE-P-PETR-02 Political Economy and International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries. 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. Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. Presentation Skills 32BE-P-PRSK-02 3 32BE-P-PRSK-03 Presentation Skills Ζ 3 32BE-P-RGDP-01 Planning of Regional Development The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice. 32BE-P-RMAR-01 Marketing Research Z,ZK 6 The course focuses on the fundamentals of marketing research, including formulating research guestions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies. 32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA ZK 3 The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA 32BE-P-SDGB-02 Social Determinants of Global Business ΖK 6 32BE-P-TRST-01 Transportation Technology 7K 3 The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics World Economy and Business The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Bate Policy, Free Markets vs Strategic Trade Policy, A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case

studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries... 32BL-P-ENL1-01 English Language 1 7 6 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. 32BL-P-ENL1-02 English Language 1 6 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. 32BL-P-ENL2-01 English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. 32BL-P-ENL2-02 English Language 2 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. 32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. 32BL-P-ENL4-02 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. 32BL-P-FRL1-01 French Language 1 6 32BL-P-FRL2-01 Z,ZK French Language 2 6 German Language 1 32BL-P-GEL1-01 6 7 Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening. 32BL-P-GEL2-01 German Language 2 Z.ZK 6 32BL-P-ITL1-01 6 Italian Language 1 7 32BL-P-ITL2-01 Z,ZK Italian Language 2 6 32BL-P-SPL1-01 Spanish Language 1 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 The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The

course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

Q32-6 EuroTeQ 6 ECTS Z,ZK 6
TV1 Physical Education Z 0

TV1 Physical Education Z
TV2 Physical Education Z

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2025-12-07, time 00:56.