Study plan

Name of study plan: B-EK-prez.forma od 14/15

Faculty/Institute/Others: Department: Branch of study guaranteed by the department: Welcome page Garantor of the study branch: Program of study: Welcome page Type of study: unknown full-time Required credits: 180 Elective courses credits: 0 Sum of credits in the plan: 180 Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 142 The role of the block: Z

Code of the group: 1.S.BEK-P OD 10/11 Name of the group: 1.s.BEK-od 10/11 prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete at least 7 courses Credits in the group: 30 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
04BJA1	English Language 1	Z	4	0P+4C		Z
51ITP	Information Technology and Computer Literacy	Z,ZK	4	0P+3C	Z	Z
51M	Mathematics	Z,ZK	6	2P+2C	Z	Z
51OP	General Psychology and Psychology of Personality	Z,ZK	6	3P+1C	Z	Z
TV1	Physical Education	Z	0	0+2	Z	Z
51TV1	Physical Education 1	Z	0	0P+2C		Z
51UE	Introduction to Economics	Z,ZK	6	2P+2C	Z	Z
51UV	Introduction to University Studies	Z	4	2P+1C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEK-P OD 10/11 Name=1.s.BEK-od 10/11 prezen ní forma

04BJA1	English Language 1	Z	4
The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	mar. The course	focuses on
developing language sk	ills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	nmar. All
interconnected languag	e skills are submitted to the goal of developing the required level needed for students'professional life.		
51ITP	Information Technology and Computer Literacy	Z,ZK	4
Students will learn how	to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (with economic ar	nd managerial
applications); to underst	tand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel ar	nd learn how to us	se the functions
for searching, sorting da	ata, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data sour	ce, as well as larç	je spreadsheets
or databases to create	more complex types of graphs, create a PivotTable and graphs.		
51M	Mathematics	Z,ZK	6
Basics of linear algebra	- vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions, derivation, monotony, loca	al and absolut ext	remes,convexity,
graphs. Basics of integr	al calculus - indefinite integral, methods of integration, definit integral and applications. Numerical calculation of integrals.		
51OP	General Psychology and Psychology of Personality	Z,ZK	6
TV1	Physical Education	Z	0
51TV1	Physical Education 1	Z	0
51UE	Introduction to Economics	Z,ZK	6
The course is focused of	n the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Opera	ting of the econor	mics according
to so called macroekone	omic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different markets a	nd competitions.	
51UV	Introduction to University Studies	Z	4
Content of the subject in	ncludes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subj	ect:Part 1 - adapt	ation, Part 2
ways of studying at univ	rersities, Part 3 - education and self-education.		

Code of the group: 2.S.BEK-P OD 13/14 Name of the group: 2.s.BEK-od 13/14 prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete 7 courses Credits in the group: 30

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
04BJA2	English Language 2	Z	4	0P+4C		Z
51ES	Economic Statistics	Z,ZK	4	2P+1C		Z
51PE	Business Economics	Z,ZK	6	2P+2C	L	Z
51PP1	Law and Business 1	Z,ZK	4	2P+1C	L	Z
51S	Sociology	Z,ZK	6	2P+2C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z
51TV2	Physical Education 2	Z	0	0P+2C		Z
51ZPM	Basics of Business Management	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=2.S.BEK-P OD 13/14 Name=2.s.BEK-od 13/14 prezen ní forma

04BJA2	English Language 2	Z	4
The course is sui	uitable for students of bachelor managerial studies. The course focuses on developing all four language s	skills at the given level, i.e. reading, writing, spe	aking and
listening, on unde	lerstanding and orientation in a wide-range of topics in the students' respective professional and acedemic	c context, as well as on strengthening and impro	oving gramma
All interconnecte	ed language skills are submitted to the goal of developing the required level needed for students' academ	nic and professional life.	
51ES	Economic Statistics	Z,ZK	4
The subject of Ec	conomic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic	c level. This course will provide students with a s	olid foundatio
of descriptive sta	atistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of t	the seasonality.	
51PE	Business Economics	Z,ZK	6
51PP1	Law and Business 1	Z,ZK	4
	e Law and business includes the following: -labour law, its basis and role within the legal system -labour ination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and		ment and its
51S	Sociology	Z,ZK	6
Content of the co	ourse is focused especially on the following topics: Sociology as a science, sociologic way of thinking includ	ling historic aspects, terminology. Sociology and	lmanagemen
Social roles man	nagement. The Czech society in 21st century. Sociologic research.		
TV2	Physical Education	Z	0
51TV2	Physical Education 2	Z	0
	Basics of Business Management	Z,ZK	6

Code of the group: 3.S.BEK-P OD 14/15

Name of the group: 3.s.BEK-od 14/15 prezen ní forma

Requirement credits in the group: In this group you have to gain 26 credits

Requirement courses in the group: In this group you have to complete 6 courses

Credits in the group: 26

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
51FG	Financial Literacy	KZ	4	2P+1C	Z	Z
51PUC	Business Accounting	Z,ZK	6	2P+2C		Z
51PP2	Law and Business 2	Z,ZK	4	2P+1C	Z	Z
51LZ	Human Resources Management	Z,ZK	6	2P+2C	Z	Z
51EDTB	Online information retrieval and the work with electronic information resources	KZ	2	1P+1C	Z	Z
51ZSV	Basics of Engineering Production	Z,ZK	4	2P+1C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 14/15 Name=3.s.BEK-od 14/15 prezen ní forma

51FG	Financial Literacy	KZ	4					
Banking Financial ager	anking Financial agency Investment and financial markets Leasing Old-age pension insurance Insurance companies Management of personal and family budget							
51PUC	Business Accounting	Z,ZK	6					
Content of the course is	Content of the course is introduction to accounting. Double-entry bookkeeping and its principles, balance sheet account, profit and loss account, cash-flow. Sections in bookkeeping:long							
term investment, stock,	costs, revenues, International accounting standards, accounting principles. Accounting system.							

	Law and Business 2				Z,ZK	4
	oment of the commercial law, its relation to the civil law -system of the commercial law -busi ensurance of business commitment -different contracts in accordance with the Commercia	-				
	anies -other companies -international and multinational companies		companies		po companies	5 With Infliced
51LZ	Human Resources Management			2	Z,ZK	6
	sic knowledge on personal planning, personal marketing (searching and evaluating new personal planning, personal marketing (searching and evaluating new personal planning).	sonnel, including	methodolog	y and forms	of recruitment)	, assesment
	d remuneration, outplacementu and forming labour force. Online information retrieval and the work with electronic information re	Sources			KZ	2
-	n knowledge and skills required for the work with course and scientific literature, for inform		n relevant ar	l nd valuable		
	desired information and literature, for applying newly acquired knowledge in practice durin	g the work on bac	chelor thesis	, and for ac	quiring the prir	nciples of
	n practice incl. citing and creating reference lists.				771/	4
	Basics of Engineering Production mifinished products production, special technologies of alloying, forming work, welding an	d thermal parting	. Basic infor		Z,ZK	4 hing and
-	of machining work. Programming, CAD/CAM systems.			····· ··· ··	,	
Code of the gro	oup: 4.S.BEK-P OD 14/15					
Name of the gr	oup: 4.s.BEK-od 14/15 prezen ní forma					
-	redits in the group: In this group you have to gain 20	credits				
	ourses in the group: In this group you have to comple		ses			
Credits in the g						
Note on the gro	•					
	Name of the course / Name of the group of courses					
Code	(in case of groups of courses the list of codes of their	Completion	Credite	Scone	Semester	Role
Code	members)	completion	Cieuns	Scope	Semester	Noie
51PRR	Tutors, authors and guarantors (gar.)	7.71	6	2P+2C		7
	Project Management	Z,ZK				Z
51PML	Operational management and logistics	KZ	4	2P+1C		Z
51PPO	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	Z
51VIS	Enterprise Information Systems	Z,ZK	4	2P+1C	L,Z	Z
Characteristics of	the courses of this group of Study Plan: Code=4.S.BEK-P OD 14/	15 Namo-4 s	REK ad	14/15 pr	ozon ní fo	rma
	Project Management	15 Name=4.5	.BLR-OU		Z,ZK	6
	ment. The Evolution Toward Integrated Projects. Alignment of Projects with Organization S	Strategy. A Project	Portfolio Ma			-
	rity. Choosing the Appropriate Project Management Structure. Implications of Organization	-				
	Estimating Project Times and Costs. Types of Project Constraints. Rationale for Reducing be placed on the functional areas of initiating the project and project planning methodology					
	project management will be outlined and evolving changes in management practices discu		•	•		
	cessary to manage projects of the enterprise. Tuition suitably links sequence of manageria					eacts to
	duation theses requirements. Teaching methods will include lectures, group presentations	and discussions	of cases as	well as othe	KZ	4
1	Operational management and logistics many facets of logistics and supply chain management to create significant competitive adv	antages. The grad	duates can fi	 nd their car	1	-
the production planning	and scheduling process; making effective use of the enterprise resources planning (ERP)	system, while ant	icipating its	impact on t	ne manufacturi	ing process
	ning and forecasting while translating internal and external customer demands; and manage and concepts. In this specialization students will learn to meet these challenges by getting			0	•	
	tion for production facilities and distribution centres, and identifying the resources they need	· ·			-	
	, transport and distribution, and purchasing. The key is to give customers the standard of					
, °	about understanding the impact of customized logistical designs on overall performance. S ar programming problems, capacity analysis of production systems, distribution planning a	,		oftware too	ls for enterpris	e resource
	Work and Organizational Psychology		y.		Z,ZK	6
	ork and organization contains the following: theory, research and practices in psychology of	of work, individual	l differences			
	analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees	evaluation, analys	sis and mod	ification of v	vork behaviour	r, work
	al aspects of personnel training, work under pressure. Basic terminology. Enterprise Information Systems				Z,ZK	4
	to teach students how to analyze the value processes within the company in its various de	epartments and b	etween dep		· I	
	d internal accounting, performance aspect preliminary and final costing. Organization's inter	-	-		-	-
	formance and valuation of stocks. Aspects of classification costs. Used costing methods a				•	• •
	rstems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. I d product control aspect. The set of indicators of production in the company and internal sp and internal space.		nemps betw	een a gene	and costing pre	
Code of the arc	oup: 5.S.BEK-P OD 16/17					
•	roun: 5 s BEK od 16/17 prezen ní forma					

Code of the group: 5.S.BEK-P OD 16/17 Name of the group: 5.S.BEK od 16/17 prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete 7 courses Credits in the group: 30 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
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	Z
U16C9905	Quality Management	Z,ZK	4	2P+1C		Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U77C9904	Advanced Technologies	KZ	4	2P+1C		Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U00C9901	Project of Bachelor Thesis	Z	2	1P+0C		Z
U77C9903	Production Systems Design	KZ	4	2P+1C		Z
	uality Management			4	Z,ZK	4
The Marketing course make and the application thereof, I	arketing es the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing r	•	•	marketing	Z,ZK research, mark	6 eting mix
The Marketing course make and the application thereof, J links, marketing distribution	arketing es the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing r systems, marketing communications and new trends in marketing.	•	•	marketing	Z,ZK research, mark of intermediate	6 eting mix
The Marketing course make and the application thereof, I links, marketing distribution U77C9904	arketing as the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing r systems, marketing communications and new trends in marketing. dvanced Technologies	•	•	, marketing policy, types	Z,ZK research, mark	6 eting mix distributio
The Marketing course make and the application thereof, links, marketing distribution U77C9904 Action U63C4302 Cction The aim is to widen and deeperture	arketing as the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing r systems, marketing communications and new trends in marketing. dvanced Technologies prporate Financial Management epen knowledge and skills in the field of financial engineering instruments, the finan understanding the company in its entirety and complexity, particularly with regard to	methods and factors,	distribution p	, marketing policy, types	Z,ZK research, mark of intermediate KZ Z,ZK rmance analysi	6 eting mix e distributio 4 6 s. The ma
The Marketing course make and the application thereof, links, marketing distribution U77C9904 Ac U63C4302 Cc The aim is to widen and dee emphasis will be placed on maximize wealth for shareh	arketing as the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing r systems, marketing communications and new trends in marketing. dvanced Technologies prporate Financial Management epen knowledge and skills in the field of financial engineering instruments, the finan understanding the company in its entirety and complexity, particularly with regard to	methods and factors,	distribution p	, marketing policy, types	Z,ZK research, mark of intermediate KZ Z,ZK rmance analysi	6 eting mix e distributio 4 6 s. The ma
The Marketing course make and the application thereof, links, marketing distribution U77C9904 Ac U63C4302 Cc The aim is to widen and dee emphasis will be placed on maximize wealth for shareh U00C9901 Pr Project of the thesis ad	arketing as the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing is systems, marketing communications and new trends in marketing. dvanced Technologies proporate Financial Management epen knowledge and skills in the field of financial engineering instruments, the finan understanding the company in its entirety and complexity, particularly with regard to olders. oject of Bachelor Thesis dresses preparing students for writing large text so that it meets all the requirement	methods and factors, ncing needs of the co o the basic function o	distribution p mpany, as w f the target e	z , marketing policy, types vell as perfo enterprise, i	Z,ZK research, mark of intermediate KZ Z,ZK rmance analysi ncrease marke	6 e distributio 4 6 s. The mai t value and
The Marketing course make and the application thereof, links, marketing distributionU77C9904AcU63C4302CcThe aim is to widen and dee emphasis will be placed on maximize wealth for sharehU00C9901PrThe Project of the thesis ad U77C9903Pr	arketing es the students familiar with some basic concepts, such as marketing and business product policy, new product, product life cycle, pricing policy, pricing strategy, pricing i systems, marketing communications and new trends in marketing. dvanced Technologies orporate Financial Management epen knowledge and skills in the field of financial engineering instruments, the finan understanding the company in its entirety and complexity, particularly with regard to olders.	methods and factors, ncing needs of the co o the basic function o ts of the graduate the	distribution p mpany, as w f the target e sis.	z , marketing policy, types vell as perfo enterprise, i	Z,ZK research, mark of intermediate KZ Z,ZK rmance analysi ncrease marke Z KZ KZ	6 eting mix e distributio 4 6 s. The mai t value and 2 4

Code of the group: 6.S.BEK-P OD 16/17

Name of the group: 6.s.BEK od 16/17 prezen ní forma

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6

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 members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U00C6101	Bachelor Thesis	Z	6	0P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK-P OD 16/17 Name=6.s.BEK od 16/17 prezen ní forma U00C6101 Bachelor Thesis Z 6

Name of the block: Compulsory elective courses Minimal number of credits of the block: 28 The role of the block: PV

Code of the group: PVP-B-EK OD 15/16 Name of the group: PVP-B-EK od 15/16 prezen ní forma Requirement credits in the group: In this group you have to gain 4 credits Requirement courses in the group: In this group you have to complete 1 course Credits in the group: 4 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
51XDM	Grant Management	KZ	4	2P+0C		PV
51XE2ES	Economic Statistics	KZ	4	2P+1C	4	PV
51XE1ES	Economic Statistics	KZ	4	2P+1C	2	PV
51XEM	Etiquette for Managers	KZ	4	2P+0C		PV
51XHT	Technology Assessment	KZ	4	2P+1C	L	PV
51XEIP	Intercultural Psychology	KZ	4	2P+1C	-	PV
51XKD	Communication Skills	KZ	4	1P+2C	L	PV
51XNM	Material Science	KZ	4	2P+1C	L	PV
51XEJN	German Language	KZ	4	0P+3C	L	PV
51XEPP	Computer Presentations	KZ	4	0P+3C	L	PV
51XPK	-	KZ	4	2P+0C		PV
51XPD	Corporatae Crisis	KZ	4	0P+3C	L	
51XPD	Presentation Skills	KZ KZ	4	1P+3C	L	PV
	Project of Information System					PV
	Industrial Technologies	KZ	4	2P+1C	<u> </u>	PV
51XSE	Social Aspects of Energetics	KZ	4	2P+1C	L	PV
51XESRA	Statistical Analysis and Decision-making	KZ	4	2P+1C		PV
51XSMR	Statistical Methods for Decision Making	KZ	4	2P+1C		PV
51XSI	Systems Engineering and Information Systems	KZ	4	1P+2C		PV
51XEJS	Spanish Language	KZ	4	0P+3C		PV
51XTS	Rhetoric	KZ	4	1P+2C	L	PV
51XED	Introduction to Tax System for Economists	KZ	4	2P+1C	L	PV
51XEBOZP	Health, Safety and Fire Prevention Principles	KZ	4	2P+1C		PV
51XEZS	Healthy Life Style	KZ	4	2P+1C		PV
51XZS	Healthy Lifestyle	KZ	4	2P+1C	L	PV
haractaristics (of the courses of this group of Study Plan: Code=PVP-B-EK OD 15	146 Nomo-DV		d 15/16	prozon ní	forma
51XDM	Grant Management				KZ	<u>4</u>
51XE2ES	Economic Statistics				KZ	4
	mic Statistics? is oriented on measurement of economic events at microeconomic and ma			•	students with	a solid
oundation of descript	ve statistics, regression and correlation analysis, indexes analysis, time series analysis an Economic Statistics	d measurement of t	he seasona	lity.	KZ	4
	nic Statistics is oriented on measurement of economic events at microeconomic and macro	economic level. This	course will p	ا provide stud	1	
	s, regression and correlation analysis, indexes analysis, time series analysis and measure	ment of the seasona	ality.			
51XEM	Etiquette for Managers s of social intercourse, correct resolution of social situations and rules of manners in differ	ont situations, which	h can mana	 aar faca du	KZ	4
presentations or even		ent situations, whic	n can mana	ger lace du	ing business i	neeunys,
51XHT	Technology Assessment				KZ	4
	ent is a complex, multidisciplinary, transdisciplinary and interdisciplinary field on the frontie ostication. TA is a scientific, interactive and communicative process which aims to contribute					
and science developn				pinion on s		
51XEIP	Intercultural Psychology				KZ	4
51XKD	Communication Skills				KZ	4
	ed with the principles of communicative and presentation skills, analyse the obtained skills neir abilities to communicate and perform high quality presentations.	and competencies,	receive and	provide tee	dback using se	ir-evaluat
51XNM	Material Science				KZ	4
	ate of materials engineering, overview of technical materials, internal structure of metals,					ation and
racture of materials, s	structure and properties of materials and their testing, iron-carbon phase diagram, overview German Language	w of steels, cast ifor	is and nonfe	errous meta	is. KZ	4
51XEPP	Computer Presentations				KZ	4
	sics of presentation structuring, basic aspects influencing successful presentation. Studen	s should learn how	to present i	nformation a	1	-
	ng into account the audience. Students should adapt the form of their presentation to expe	ctations, level of un	derstanding	and experi	ence of the au	dience.
51XPK	apply modern didactic techniques in their presentations. Corporatae Crisis				KZ	4
	is an introduction of negative impacts of internal and external factors on the corporate life	cvcle. Crisis and co	rporate defa	ult are a na	1	-

The aim of the course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a natural phenomenon in the economy. It is important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable corporate development Knowledge should be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications respecting current economic reality and legal regulation.

51XPD	Presentation Skills	KZ	4
Students will learn	n how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In additi	ion, students will deve	elop their own
presentation skills	s. Students will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System	KZ	4
Fundamental term	ns, information systems architecture, basic types of software applications for information system of enterprise, information system	n lifecycle, approache	es to informatior
system developme	ent, management information systems, web audit, business process modeling using BPMN, UML and others, information system	n modeling - UML an	d data modeling
using ER diagram	IS		
51XEPT	Industrial Technologies	KZ	4
51XSE	Social Aspects of Energetics	KZ	4
The main topic of t	the course is the presentation of information from a variety of ideological streams in the context of global energy problems of man	hkind. The aim is to sh	now the complex
nature of the probl	plems and to facilitate orientation of students in them. Students will learn about the engineering and economic approaches to the	assessment of stock	ks of primary
energy sources, th	he issue of energy security, for example in connection with the oil crises, with views of socially relevant groups of opinion on the o	direction of energy po	olicy, the curren
	ed in the EU and the Czech Republic. The course also includes definitions and aspects of sustainable development, the importance	ce of energy to the na	ational economy
and the debate on	n global climate change.		
51XESRA	Statistical Analysis and Decision-making	KZ	4
Student will be inte		· · · · · · · ·	A
Olddern win be inti	troduced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and co	prrelation analysis). S	student will be
introduced into the	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie	• •	
introduced into the		• •	
introduced into the	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie	• •	
introduced into the inventory, queuing	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation.	elds: models of linear	programming,
introduced into the inventory, queuing 51XSMR 51XSI	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation. Statistical Methods for Decision Making	KZ	programming, 4 4
introduced into the inventory, queuing 51XSMR 51XSI Design of primary	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems	KZ	programming, 4 4
introduced into the inventory, queuing 51XSMR 51XSI Design of primary	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems v system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP meters	KZ	programming, 4 4
introduced into the inventory, queuing 51XSMR 51XSI Design of primary implementation for	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems r system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP me or decision making purposes and results reporting using pivot charts and tables.	KZ KZ easures and dimension	programming, 4 4 ons design and
introduced into the inventory, queuing 51XSMR 51XSI Design of primary implementation for 51XEJS 51XTS	e probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fie g, network, simulation. Statistical Methods for Decision Making Systems Engineering and Information Systems r system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP me or decision making purposes and results reporting using pivot charts and tables. Spanish Language	KZ KZ easures and dimension KZ KZ	programming, 4 ons design and 4 4 4
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Code of the group: PVP-B-EK 6.S.OD16/17

Name of the group: PVP-B-EK 6. semestr od 16/17 prezen ní forma

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

Requirement courses in the group: In this group you have to complete at least 4 courses (at most 8) 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
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C5302	Managerial Tools and Calculations	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U16C6102	Presentation Skills	Z	3	0P+2C		PV
U88E0201	Selected Business Management Issues A-1	ZK	6	2P+2C	Z,L	PV
U88E0202	Selected Business Management Issues A-2	ZK	6	2P+2C	Z,L	PV

U88E0203	Selected Business Management Issues B-1	ZK	3	0P+2C	Z,L	PV
U88E0204	Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	PV
U77C0005		ZK	3	2P+0C	*	
	Selected Industrial Technologies		-			PV
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3	2P+0C	L	PV
U88E0205	Foreign Experience	Z	6	0P+4C		PV
U63C5401	Data Processing and Information Security	Z,ZK	6	2P+2C	L	PV
		1	1			
haracteristics of the orma	e courses of this group of Study Plan: Code=PVP-B-EK 6.S.OD16	/17 Name=PV	'P-B-EK	6. semestr	od 16/1	7 prezen
	orkplace Health, Safety anf Fire Prevention			7	<u>K</u>	3
	EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the em	ployer. The rights	and obligation	1		
prevention. Training of staff.	Occupational accidents. Report of the accident. Documentation to ensure the health an	d safety. Labour I	nspection,	KHS, Environ	mental Eng	gineering. Fi
protection. The law on the	protection of public health. Occupational Hygiene. Personal protective equipment. Safety	v signs and signal	s. Technica	al equipment.		
J04E0202 B	usiness Correspondence			Z	<u>K</u>	3
	elp students write better emails in English as emails are the most common form of writte					
	ons of language practice covering a wide range of business topics. It includes exercises of		•			0 0
	sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will	-		ctive emails, ex	press them	nselves clea
-	ier to understand. The course also uncovers cultural differences in Czech and English b	ousiness commun	ication			
	ritical Thinking				2Κ	3
	e course is to become familiar with the essentials of correct argumentation and to impro				-	-
-	e of advanced methods of argumentation, the course develops students' understanding mphasis on their practical application in case studies discussing recent socioeconomic a	-	-		-	
ourse might be used acro			5. THE WITH	ng and langua	ge skills de	weloped in t
	esign and Brand Management			7	ZK	3
					<u>r</u> K	3
	rant Management					-
	tiquette for Managers				ľK	3
resentations or events.	social intercourse, correct resolution of social situations and rules of manners in differer	it situations, whic	n can man	ager face durif	ng business	s meetings,
	eadership and Employee Education					
				- 7	71/	6
		o of contomporary	, inductrial		ZK	6
he course deals with app	roaches to leadership and training of employees in the context of the theory and practice	e of contemporary	/ industrial	enterprises.	·	
The course deals with app J63C5302	oaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations	e of contemporary	/ industrial	enterprises.	ZK	6
he course deals with app J63C5302 N J16C5401 N	oaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations arketing Research			enterprises. Z, Z,	ZK ZK	6 6
The course deals with app J63C5302 M J16C5401 M the end of the course st	roaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations arketing Research udent should be able to define a problem for a research project, to specify the goals and	I target group, to	determine	enterprises. Z, Z, the method an	ZK ZK d techniqu	6 6 e of solving
The course deals with app J63C5302 N J16C5401 N At the end of the course st problems from the used pro-	coaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations arketing Research udent should be able to define a problem for a research project, to specify the goals and pocedures and applications in the field of marketing practice. As a marketing manager, he	I target group, to	determine	enterprises. Z, Z, the method an	ZK ZK d techniqu	6 6 e of solving
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he course deals with app J63C5302 N J16C5401 N J16C5401 N roblems from the used prindependently and in coop J04E0201 J04E0201 N rocusing on the practical clusiness communication, in and individual feedback. Prindependently and in coop J65C5301 Labor relations - the creating Labor relations - the creating	coaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations arketing Research udent should be able to define a problem for a research project, to specify the goals and pocedures and applications in the field of marketing practice. As a marketing manager, he eration with a professional research agency. etworking in English communicative needs of the students, the aim of the course is to acquire and systematical interaction and behaviour in typical networking situations (personal branding, creation ar nd development of business opportunities) through language analysis, role-plays and pr actical language skills will be systematically developed in contexts and situations releva abor Law on, modification and termination, safety, collective bargaining.	I target group, to e / she should be ly develop langua nd management c ractice situations, nt to professional	determine able to ass ge skills ar of a networ vocabulary work.	enterprises. Z, Z, the method an sign and solve d strategies of k of business of y and grammar Z	ZK ZK d techniqu research p ZK development ZK ZK	6 e of solving roblems bot 3 nd appropri- th people wil ent, teamwoo 3 3
The course deals with app J63C5302 N J16C5401 N J16C5401 N J04E0201 N J05C5301 L Jabor relations - the creation J J65C6301 L Basic information on construction on construction N	coaches to leadership and training of employees in the context of the theory and practice anagerial Tools and Calculations arketing Research udent should be able to define a problem for a research project, to specify the goals and pocedures and applications in the field of marketing practice. As a marketing manager, he eration with a professional research agency. etworking in English ommunicative needs of the students, the aim of the course is to acquire and systematical neteraction and behaviour in typical networking situations (personal branding, creation ar nd development of business opportunities) through language analysis, role-plays and pr actical language skills will be systematically developed in contexts and situations releva abor Law on, modification and termination, safety, collective bargaining. egal Aspects of Consumer Protection	I target group, to e / she should be ly develop langua nd management c ractice situations, nt to professional	determine able to ass ge skills ar of a networ vocabulary work.	enterprises. Z, Z, the method an sign and solve d strategies of k of business of y and grammar Z	ZK ZK d techniqu research p ZK development ZK ZK	6 e of solving roblems bot 3 nd appropria th people wh ent, teamwoo 3 3
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Name of the block: Jazyky Minimal number of credits of the block: 10 The role of the block: J

Code of the group: 3.S.BEK-JAZ.OD 15/16 Name of the group: 3.s.BEK-cizí jazyk od 15/16

Requirement credits in the group: In this group you have to gain 4 credits Requirement courses in the group: In this group you have to complete at least 1 course (at most 2) Credits in the group: 4 Note on the group:

	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
04BJA3	English Language 3	Z	4	0P+4C		J
04BJA3-1	English Language 3-1	Z	2	0P+2C		J
04BJF3-1	French Language	Z	2	0P+2C	Z	J
04BJN3-1	German Language 3-1	Z	2	0P+2C		J
04BJR3-1	Russian Language	Z	2	0P+2C	Z	J
04BJS3-1	Spanish Language 3-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-JAZ.OD 15/16 Name=3.s.BEK-cizí jazyk od 15/16

04BJA3 English Language 3	Z	4				
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.						
04BJA3-1 English Language 3-1	Z	2				
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course	focuses on				
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gran	nmar. All				
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.						
04BJF3-1 French Language	Z	2				
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the C	CEFR: speaking, r	eading, listening				
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative	e skills. It is suitab	le for beginners.				
04BJN3-1 German Language 3-1	Z	2				
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the O	CEFR: speaking, r	eading, listening				
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skill	ls. It is suitable for	pre-intermediate				
students.						
04BJR3-1 Russian Language	Z	2				
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: specific develops and the course develops all language skills in the Russian language at level A1 according to the CEFR: specific develops and the course develops all language skills in the Russian language at level A1 according to the CEFR: specific develops and the course develops and the course develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at level A1 according to the CEFR: specific develops at	eaking, reading, li	stening and				
writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicativ	ve skills. It is suita	ble for biginners/				
false beginners						
04BJS3-1 Spanish Language 3-1	Z	2				
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, readii	ng, listening and				
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communica	tive skills. The co	urse is designed				
EXCLUSIVELY for beginners/ false beginners.						

Code of the group: 4.S.BEK-JAZ OD 15/16

Name of the group: 4.s.BEK-cizí jazyk od 15/16

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete at least 1 course (at most 2) Credits in the group: 6

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
04BJA4	English Language 4	Z,ZK	6	0P+4C		J
04BJA4-1	English Language 4-1	Z,ZK	4	0P+2C		J
04BJF4-1	French Language	Z	2	0P+2C	L	J
04BJN4-1	German Language 4-1	Z	2	0P+2C		J
04BJR4-1	Russian Language	Z	2	0P+2C	L	J
04BJS4-1	Spanish Language 4-1	Z	2	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ OD 15/16 Name=4.s.BEK-cizí jazyk od 15/16

 04BJA4
 English Language 4
 Z,ZK
 6

 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and 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.

04BJA4-1	English Language 4-1	Z.ZK	4	
The course is suitable f	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	,	eaking and	
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar.				
All interconnected lange	lage skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
04BJF4-1	French Language	Z	2	
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an				
introduction to sociocult	ural aspects of present-day France and French-speaking world.			
04BJN4-1	German Language 4-1	Z	2	
04BJR4-1	Russian Language	Z	2	
04BJS4-1	Spanish Language 4-1	Z	2	
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 far	niliarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communica	ative skills. The co	urse is designed	
EXCLUSIVELY for begi	nners/ false beginners.			

List of courses of this pass:

Code	Name of the course	Completion	Credits	
04BJA1	English Language 1	Z	4	
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on	
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All				
	interconnected language skills are submitted to the goal of developing the required level needed for students professional lit	e.		
04BJA2	English Language 2	Z	4	
	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-	
-	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		ng grammar.	
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		1	
04BJA3	English Language 3	Z	4	
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram			
developing lang	juage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		imar. All	
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li			
04BJA3-1	English Language 3-1	Z	2	
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram			
developing lang	juage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		imar. All	
04BJA4	English Language 4	Z,ZK	6	
The course is su	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		aking and	
listening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ng grammar.	
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.		
04BJA4-1	English Language 4-1	Z,ZK	4	
The course is su	table for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	, ading, writing, spea	aking and	
listening, on unders	tanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvir	ng grammar.	
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.		
04BJF3-1	French Language	Z	2	
	ole for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF			
and writing. In the c	ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	ills. It is suitable fo	r beginners.	
04BJF4-1	French Language	Z	2	
The course deve	lops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	g and writing. It pro	ovides an	
	introduction to sociocultural aspects of present-day France and French-speaking world.			
04BJN3-1	German Language 3-1	Z	2	
The course is suitab	le for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF	R: speaking, readi	ng, listening	
and writing. In the co	surse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It	is suitable for pre-i	ntermediate	
	students.			
04BJN4-1	German Language 4-1	Z	2	
04BJR3-1	Russian Language	Z	2	
	table for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea		-	
writing. Students wi	I familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s	kills. It is suitable fo	or biginners/	
	false beginners			
04BJR4-1	Russian Language	Z	2	
04BJS3-1	Spanish Language 3-1	Z	2	
The course is suita	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	eaking, reading, li	stening and	
writing. Students wi	Il familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The course	is designed	
ļ,	EXCLUSIVELY for beginners/ false beginners.		1	
04BJS4-1	Spanish Language 4-1	Z	2	
	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp		-	
writing. Students wi	Il 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.			

51EDTB	Online information retrieval and the work with electronic information resources	KZ	2
	cused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and val		
resources, for acc	juiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and f	or acquiring the pri	inciples of
E1E0	citation ethics and citation practice incl. citing and creating reference lists.	7 71/	4
51ES	Economic Statistics omic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide s	Z,ZK	4 I foundation
	of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seas		loundation
51FG	Financial Literacy	KZ	4
	Financial agency Investment and financial markets Leasing Old-age pension insurance Insurance companies Management of person	1	
51ITP	Information Technology and Computer Literacy	Z,ZK	4
Students will learn	how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (wi	th economic and m	nanagerial
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and I		
for searching, sortin	ng data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source,	as well as large sp	readsheets
E41 7	or databases to create more complex types of graphs, create a PivotTable and graphs.	7 71/	<u> </u>
51LZ	Human Resources Management p basic knowledge on personal planning, personal marketing (searching and evaluating new personnel, including methodology and for	Z,ZK	6
	of work performance and remuneration, outplacementu and forming labour force.	ns of recruitmenty,	assesment
51M	Mathematics	Z,ZK	6
-	bra - vectors, matrices, linear equations. Basics of differential calculation - limits, continuity of functions, derivation, monotony, local a		-
	graphs. Basics of integral calculus - indefinite integral, methods of integration, definit integral and applications. Numerical calculation	of integrals.	-
51OP	General Psychology and Psychology of Personality	Z,ZK	6
51PE	Business Economics	Z,ZK	6
51PML	Operational management and logistics	KZ	4
This programme co	vers many facets of logistics and supply chain management to create significant competitive advantages. The graduates can find their d	career in the field of	f controlling
the production plar	nning and scheduling process; making effective use of the enterprise resources planning (ERP) system, while anticipating its impact of	on the manufacturing	ng process
	planning and forecasting while translating internal and external customer demands; and managing the supply chain while evaluating	-	
	inciples and concepts. In this specialization students will learn to meet these challenges by getting to grips with key issues in supply	-	
	est location for production facilities and distribution centres, and identifying the resources they need. They will learn how to structure busing, transport and distribution, and purchasing. The key is to give customers the standard of service they want and to ensure proc		
	ent is about understanding the impact of customized logistical designs on overall performance. Students will apply advanced software		
	planning and integer linear programming problems, capacity analysis of production systems, distribution planning and vehicle ro		
51PP1	Law and Business 1	Z,ZK	4
-	Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consec		ent and its
-	ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -he	-	
51PP2	Law and Business 2	Z,ZK	4
	evelopment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), en ents -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partne	-	
	liability -joint stock companies -other companies -international and multinational companies	ompo companieo	
51PPO	Work and Organizational Psychology	Z,ZK	6
Course Psycholog	y of work and organization contains the following: theory, research and practices in psychology of work, individual differences among	people and their re	elationship
to work behavior	ur, work analysis, monitoring of the effectiveness. Psychological basis for staff selection, emploees evaluation, analysis and modificati	on of work behavio	our, work
	motivationí, psychological aspects of personnel training, work under pressure. Basic terminology.	r	
51PRR	Project Management	Z,ZK	6
	fanagement. The Evolution Toward Integrated Projects. Alignment of Projects with Organization Strategy. A Project Portfolio Manager The Priority. Choosing the Appropriate Project Management Structure. Implications of Organizational Culture for Organizing Projects. E		•
	rices. Estimating Project Times and Costs. Types of Project Constraints. Rationale for Reducing Project Duration. Managing Project To		
	is will be placed on the functional areas of initiating the project and project planning methodology. Each student is required to comple		
addition, the proce	ess of project management will be outlined and evolving changes in management practices discussed. The course is designed to pro	vide engineers with	n the basic
	kills necessary to manage projects of the enterprise. Tuition suitably links sequence of managerial and technical subject categories a	-	
	ness and graduation theses requirements. Teaching methods will include lectures, group presentations and discussions of cases as v		
51PUC	Business Accounting	Z,ZK	6
Content of the cours	se is introduction to accounting. Double-entry bookkeeping and its principles, balance sheet account, profit and loss account,cash-flow term investment, stock, costs, revenues, International accounting standards, accounting principles. Accounting system.	Sections in Dookke	eeping:iong
51S	Sociology	Z,ZK	6
	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminolog		
	Social roles management. The Czech society in 21st century. Sociologic research.	,	
51TV1	Physical Education 1	Z	0
51TV2	Physical Education 2	Z	0
51UE	Introduction to Economics	Z,ZK	6
	sed on the following subjects: basic economic relations and consequences. Economic aggregates and their consequences. Operating		according
to so called	d macroekonomic circle, various economic theories. Consumption behaviour in microeconomics. Theory of production. Different mark	ets and competition	ns.
51UV	Introduction to University Studies	Z	4
Contont of the out	ject includes knowledge assisting students in quick and effective adaptation to conditions of university studies. Content of the subject	"Part 1 - adaptation	n, Part 2
	ways of studying at universities, Part 3 - education and self-education.	7 71/	A
51VIS	Enterprise Information Systems	Z,ZK	4
51VIS The aim of the co	Enterprise Information Systems urse is to teach students how to analyze the value processes within the company in its various departments and between department	nts. Aspect bodies	represent
51VIS The aim of the co departmental budge	Enterprise Information Systems	nts. Aspect bodies in ntinuity to financial	represent accounting.
51VIS The aim of the co departmental budge The issue of intern	Enterprise Information Systems urse is to teach students how to analyze the value processes within the company in its various departments and between department ets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting co	nts. Aspect bodies i ntinuity to financial d variable costing.	represent accounting. Integrating
51VIS The aim of the co departmental budge The issue of intern	Enterprise Information Systems urse is to teach students how to analyze the value processes within the company in its various departments and between department ets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting co al performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full an	nts. Aspect bodies i ntinuity to financial d variable costing.	represent accounting. Integrating

51XE1ES	Economic Statistics	KZ	4
	nomic Statistics is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will provide s		d foundation
	of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the seas		
51XE2ES	Economic Statistics	KZ	4
	Economic Statistics? is oriented on measurement of economic events at microeconomic and macroeconomic level. This course will p	1	th a solid
fo	undation of descriptive statistics, regression and correlation analysis, indexes analysis, time series analysis and measurement of the	seasonality.	
51XEBOZP	Health, Safety and Fire Prevention Principles	KZ	4
	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligatio	ns of the employee	. Risk
prevention.Training	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Er	vironmental Engin	eering. Fire
protec	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nical equipment.	
51XED	Introduction to Tax System for Economists	KZ	4
51XEIP	Intercultural Psychology	KZ	4
51XEJN	German Language	KZ	4
51XEJS	Spanish Language	KZ	4
51XE30		KZ	4
	Etiquette for Managers	1	
Introduction to all	forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac presentations or events.	e during business	meetings,
		V7	4
51XEPP	Computer Presentations h basics of presentation structuring, basic aspects influencing successful presentation. Students should learn how to present information	KZ	4 thoir work
	e taking into account the audience. Students should adapt the form of their presentation to expectations, level of understanding and		
	Students will learn to apply modern didactic techniques in their presentations.		
51XEPT	Industrial Technologies	KZ	4
	5	KZ KZ	4
51XESRA	Statistical Analysis and Decision-making roduced into using of statistical methods by describing onedimensional and twodimensional populations (with regression and correla		
	roduced into using or statistical methods by describing onedimensional and twodimensional populations (with regression and correla probability theory, including basic distributions and statistical estimate and tests. The subject can be applied in the following fields: n		
	inventory, queuing, network, simulation.	iodeis or intear pro	granning,
51XEZS	Healthy Life Style	KZ	4
		KZ	
51XHT	Technology Assessment sment is a complex, multidisciplinary, transdisciplinary and interdisciplinary field on the frontier of philosophy and sociology of techno		4
	gnostication. TA is a scientific, interactive and communicative process which aims to contribute to forming public and political opinion c		
economics and pro	and science development.	in social aspects of	rteonnology
51XKD	Communication Skills	KZ	4
-	inted with the principles of communicative and presentation skills, analyse the obtained skills and competencies, receive and provide		-
Oludenio gel doqua	so that they improve their abilities to communicate and perform high quality presentations.	iccuback using se	
51XNM	Material Science	KZ	4
	ent state of materials engineering, overview of technical materials, internal structure of metals, crystal lattices and their defects, defor		
	e of materials, structure and properties of materials and their testing, iron-carbon phase diagram, overview of steels, cast irons and r		allon and
51XPD	Presentation Skills	KZ	4
	how people act and interact, develop rules of verbal and nonverbal communication, including most common mistakes. In addition, si		-
	presentation skills. Students will present their skills using videotechniques and get feedback, "peer-review".		
51XPIS	Project of Information System	KZ	4
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy	1	information
	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode		
	using ER diagrams		
51XPK	Corporatae Crisis	KZ	4
The aim of the cou	rse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	a natural phenom	enon in the
economy. It is in	nportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoura	ble corporate deve	lopment
Knowledge should	d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications	respecting current	economic
	reality and legal regulation.		
51XSE	Social Aspects of Energetics	KZ	4
	e course is the presentation of information from a variety of ideological streams in the context of global energy problems of mankind. T		
	elems and to facilitate orientation of students in them. Students will learn about the engineering and economic approaches to the associated as the second state of th		
	e issue of energy security, for example in connection with the oil crises, with views of socially relevant groups of opinion on the direction		
policy implemented	in the EU and the Czech Republic. The course also includes definitions and aspects of sustainable development, the importance of e	nergy to the nation	al economy
= = = = = = = = = = = = = = = = = = = =	and the debate on global climate change.		
51XSI	Systems Engineering and Information Systems	KZ	4
Design of primary s	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure implementation for decision making purposes and results reporting using pivot charts and tables.	s and dimensions	uesign and
EIVOND	implementation for decision making purposes and results reporting using pivot charts and tables.	V7	4
51XSMR	Statistical Methods for Decision Making	KZ	4
51XTS	Rhetoric		4 minaludaa
	an insight into rhetorical skills, voice & amp; breath management, understandable articulation/pronunciation, speech speed and phra tion practise based on pre-prepared and impromptu presentations, methods of developing rhetorical skills, target audience identifica	-	
	and language creativity. The course lays the foundations for effective communication training that is then followed up in Social Psychol		
51XZS	Healthy Lifestyle	KZ	4
	Healthy Lifestyle ealth, legislation, factors influncing helath, way of living, civilization illnesses, healthy nutrition, work and relaxation, physical and mer		4
			6
51ZPM	Basics of Business Management	Z,ZK	6
51ZSV	Basics of Engineering Production	Z,ZK	4
Basic lecinologie	s of semifinished products production, special technologies of alloying, forming work, welding and thermal parting. Basic information unconventional methods of machining work. Programming, CAD/CAM systems.	on production, fin	isning and
TV1		7	
i IV1	Physical Education	Z	0

TV2	Physical Education	Z	0
U00C6101	Bachelor Thesis	Z	6
U00C9901	Project of Bachelor Thesis	Z	2
	The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate		0
U04E0201	Networking in English actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strateg	ZK	3
· ·	cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busin		
	ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grai		
	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession		.,,
U04E0202	Business Correspondence	ZK	3
The aim of the cou	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter	mediate or upper-i	ntermediate
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	-	-
such as fixed expre	essions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	<i>,</i> 1	elves clearly,
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication.		2
U04E0203	Presentation Skills main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	ZK English Students	3 will develop
	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course		
	upper-intermediate level.		
U04E0204	Critical Thinking	ZK	3
The primary obje	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and probler	n-solving skills. Th	1
discussion and p	ractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved	d in the practice of	reasoned
decision-making wi	th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and la	nguage skills deve	loped in this
	course might be used across the curriculum.		-
U16C2401	Marketing	Z,ZK	6
-	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, ty	-	-
and the application	links, marketing distribution systems, marketing communications and new trends in marketing.	pes of intermediate	
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
	ion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligatio		
	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Er		
protec	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nnical equipment.	
U16C5401	Marketing Research	Z,ZK	6
	course student should be able to define a problem for a research project, to specify the goals and target group, to determine the met	-	-
problems from the	used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and	solve research pro	blems both
	independently and in cooperation with a professional research agency.	714	
U16C5402	Design and Brand Management	/ /K	
114000404		ZK	3
U16C6101	Etiquette for Managers	ZK	3
	Etiquette for Managers forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac	ZK	3
Introduction to all	Etiquette for Managers forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac presentations or events.	ZK ce during business	3 meetings,
Introduction to all U16C6102	Etiquette for Managers forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac	ZK ce during business Z	3 meetings, 3
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U88E0204	Selected Business Management Issues B-2	ZK	3
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