## Study plan

## Name of study plan: B-EK-prez.forma od 15/16

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economy and Management

Type of study: Bachelor 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: 146

The role of the block: Z

Code of the group: 6.S. BEK-P OD 17/18

Name of the group: BEK povinné p edm ty 6.s. od 17/18

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:

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
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 17/18 Name=BEK povinné p edm ty 6.s. od 17/18

U00C6101	Bachelor Thesis	Z	6

Code of the group: 1.S.BEK-P OD 15/16

English Language 1

Name of the group: 1.s.BEK-od 15/16 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:

04BJA1

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
16MATH1	Mathematics	Z,ZK	6	2P+2C		Z
16MI1	Microeconomics	Z,ZK	4	0P+2C		Z
51PSY	Psychology	Z,ZK	6	3P+1C		Z
TV1	Physical Education	Z	0	0+2	Z	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=1.S.BEK-P OD 15/16 Name=1.s.BEK-od 15/16 prezen ní forma

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

5111P	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 of	(with economic ar	nd managerial			
applications); to unders	pplications); to understand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and learn how to use the functions					
for searching, sorting of	lata, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data sour	ce, as well as larç	ge spreadsheets			
or databases to create	or databases to create more complex types of graphs, create a PivotTable and graphs.					
16MATH1	Mathematics	Z,ZK	6			
16MI1	Microeconomics	Z,ZK	4			
The course introduces	the tools and problems of microeconomic analysis on a basic level.					
51PSY	Psychology	Z,ZK	6			
TV1	Physical Education	Z	0			
51ZPM	Basics of Business Management	Z.ZK	6			

Code of the group: 2.S.BEK-P OD 15/16

Name of the group: 2.s.BEK-od 15/16 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
16MATH2	Applied Mathematics	Z,ZK	6	2P+2C		Z
16MA1	Macroeconomics	Z,ZK	4	0P+2C		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

#### Characteristics of the courses of this group of Study Plan: Code=2.S.BEK-P OD 15/16 Name=2.s.BEK-od 15/16 prezen ní forma

04BJA2	English Language 2	Z	4			
The course is suitable for	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 understand	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 langu	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
16MATH2	Applied Mathematics	Z,ZK	6			
16MA1	Macroeconomics	Z,ZK	4			
The course introduces the tools and problems of macroeconomic analysis on a basic level.						
51PE	Business Economics	Z,ZK	6			
51PP1	Law and Business 1	Z,ZK	4			

Subject of course Law and business includes the following: -labour law, its basis and role within the legal system -labour relations, international consequences -employment and its regulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -health and safety

51S Sociology

Content of the course in focused expecially on the following tenior: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management

Content of the course is focused especially on the following topics: Sociology as a science, sociologic way of thinking including historic aspects, terminology. Sociology and management. Social roles management. The Czech society in 21st century. Sociologic research.

TV2 Physical Education Z 0

Code of the group: 3.S.BEK-P OD 16/17

Name of the group: 3.s.BEK od 16/17 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
U63C9907	Financial Literacy	KZ	4	2P+1C		Z
U65C9902	Law and Business 2	Z,ZK	4	2P+1C		Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z
U63C3301	Accounting Theodor Beran Theodor Beran	Z,ZK	6	2P+2C		Z

U77C9901	Online information retrieval and the work with electronic information resources	KZ	2	1P+1C	Z
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4	2P+0C	Z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 16/17 Name=3.s.BEK od 16/17 prezen ní forma

U63C9907	Financial Literacy	KΖ	4		
Subject Financial literacy is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, but also businesses, communities					
and the state.					

U65C9902 Law and Business 2 Z,ZK 4

Course content: -development of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law), enterpreneur -business relations and legal requirements -ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -partnerships -companies with limited liability -joint stock companies -other companies -international and multinational companies

U63C3101 | Statistics 1
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.

U63C3301	Accounting	Z,ZK	6	
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting				
records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.				

U77C9901	Online information retrieval and the work with electronic information resources	KZ	2
U77C9902	Fundamentals of Mechanical Engineering	Z,ZK	4

Code of the group: 4.S.BEK-P OD 16/17

Name of the group: 4.s.BEK 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 5 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
U16C9904	Globalization	Z,ZK	4	2P+1C	Z,L	Z
U16C9902	Operational Management and Logistics	KZ	4	2P+1C	L	Z
U16C9903	Human Resources Management	Z,ZK	6	2P+2C	L	Z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	Z
U63C9908	Enterprise Information Systems	Z,ZK	4	2P+1C	L	Z

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-P OD 16/17 Name=4.s.BEK od 16/17 prezen ní forma

U16C9904	Globalization	Z,ZK	4
The overall aim is to exp	lain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demon	strate the effects	of globalization
on integration processes	s, economic environment and personal liberty.		

U16C9902	Operational Management and Logistics	KZ	4
U16C9903	Human Resources Management	Z,ZK	6
l <del>-</del>			

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.

U63C4101	Statistics 2	Z.ZK	6

The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I.

Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.

U63C9908 Enterprise Information Systems Z,ZK 4

The aim of the course is to teach students how to analyze the value processes within the company in its various departments and between departments. Aspect bodies represent departmental budgets and internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting continuity to financial accounting. The issue of internal performance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of full and variable costing. Integrating enterprise information systems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between a generic costing breakdown of costs, organizational and product control aspect. The set of indicators of production in the company and internal sphere.

Code of the group: 5.S.BEK-P OD 17/18

Name of the group: 5.s.BEK od 17/18 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 6 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
U16C9905	Quality Management	Z,ZK	4	2P+1C		Z
U16C2401	Marketing	Z,ZK	6	2P+2C	Z,L	Z
U63C5101	Operational Research	Z,ZK	6	2P+2C	Z,L	Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U00C9901	Project of Bachelor Thesis	Z	2	1P+0C		Z
U16C9906	Project Management	Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=5.S.BEK-P OD 17/18 Name=5.s.BEK od 17/18 prezen ní forma

U16C9905	Quality Management	Z,ZK	4
U16C2401	Marketing	Z,ZK	6
The Marketing course n	akes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, mai	keting research, r	marketing mix
and the application there	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy	y, types of interme	diate distribution
links, marketing distribu	tion systems, marketing communications and new trends in marketing.		

U63C5101 | Operational Research | Z,ZK | 6 Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.

U63C4302 Corporate Financial Management

The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.

Z,ZK

U00C9901	Project of Bachelor Thesis	Z	2
The Project of the thesi	s addresses preparing students for writing large text so that it meets all the requirements of the graduate thesis.	•	
U16C9906	Project Management	Z,ZK	6

The aim of this subject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and actual know how for practicing project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 24

The role of the block: PV

Code of the group: PVP-BEK 6.S.OD17/18

Name of the group: BEK PVP 6. semestr od 17/18

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:

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Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-cultural Management	Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management	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
U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
U16C6104	Small and Medium Business	ZK	3	0P+2C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	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
J16C6102	Presentation Skills	Z	3	0P+2C		PV
U16E0501	Talent Management	Z,ZK	6	0P+4C		PV
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+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
J88E0204	Selected Business Management Issues B-2	ZK	3	0P+2C	Z,L	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

1	00000204	Selected Business Management Issues B-2	211		01 120	۷,۲	1 V
ĺ	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
ı				1		1	
1		courses of this group of Study Plan: Code=PVP-BEK 6.S.OD1	7/18 Name=E	BEK PVP			
		rkplace Health, Safety anf Fire Prevention			ı	ZK	3
	_	J, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the emoccupational accidents. Report of the accident. Documentation to ensure the health an	-	_			
	· -	otection of public health. Occupational Hygiene. Personal protective equipment. Safety	=	-		_	mooning. I no
Ì	· ·	siness Correspondence			<del></del>	ZK	3
		o students write better emails in English as emails are the most common form of writte	en communication	. It is aimed	ı	ı	_
	level, and consists of session	s of language practice covering a wide range of business topics. It includes exercises of	on email style, but	also practic	ces more cor	nventional lar	nguage areas.
	•	entence structures, linking words, prepositions, verb tenses, and punctuation etc. It wil	•		ive emails, e	express thems	selves clearly
ļ		er to understand. The course also uncovers cultural differences in Czech and English b	ousiness commun	ication	<del></del> -	7.714	
	l l	rporate Social Responsibility	l			Z,ZK	6
		rate social responsibility (CSR). The CSR concept builds on the principle 3P: people-p he interpretation of documents regulating corporate social, economic and environmen					
		ith corporate processes, especially business strategy, HRM, marketing, and PR. Illustr					
	of projects designed abroad,	· · · · · · · · · · · · · · · · · · ·			, ,		
l	U04E0204 Cri	tical Thinking				ZK	3
	The primary objective of the	course is to become familiar with the essentials of correct argumentation and to impro	ve students' anal	ytical and pr	roblem-solvi	ng skills. Thro	ough the
	· · · · · · · · · · · · · · · · · · ·	of advanced methods of argumentation, the course develops students' understanding	-	· ·		-	
	decision-making with the em	phasis on their practical application in case studies discussing recent socioeconomic a	and political issues	s. The writin	g and langu	age skills dev	/eloped in this
ł					<del></del>	Z,ZK	
		DSS-cultural Management crucial in today's globalized world and doing business across countries. Cross culture is	s the interaction of	f neonle fror		,	6 n the business
		Itural differences and their practical use increases the efficiency of interaction between				-	
	-	s of a successful manager in the global environment. The course is open to students o	•				
	management practices in inte	ernational companies as well as the cultural orientations of individual managers and o	rganization memb	oers.			
	U16C5402 De	sign and Brand Management				ZK	3
	U65C6101 Gra	ant Management				ZK	3
	U16C6101 Etic	quette for Managers				ZK	3
		cial intercourse, correct resolution of social situations and rules of manners in differer	nt situations, which	n can mana	ger face dur	ing business	meetings,
ŀ	presentations or events.				<del></del>	7 717	
	· ·	adership and Employee Education	o of contomposes	ر اماسماساما د		z,zk	6
ł		aches to leadership and training of employees in the context of the theory and practice	e or contemporary	illuusillale		ZK	3
		croeconomic Analysis				ZK	
		nall and Medium Business				Z,ZK	3
		nagerial Tools and Calculations				z,zk z,zk	6
		rketing Research lent should be able to define a problem for a research project, to specify the goals and	target group to	determine th			-
		edures and applications in the field of marketing practice. As a marketing manager, he				-	_
	independently and in cooper	ation with a professional research agency.			•	·	
l	U04E0201 Ne	tworking in English				ZK	3
	Focusing on the practical con	nmunicative needs of the students, the aim of the course is to acquire and systematical	ly develop langua	ge skills and	d strategies of	of effective an	nd appropriate
		eraction and behaviour in typical networking situations (personal branding, creation ar	•				
	- :	d development of business opportunities) through language analysis, role-plays and protections release the protection of business opportunities.		-	and gramma	ar developme	nt, teamwork
		ctical language skills will be systematically developed in contexts and situations releva	ni to professional	WOIK.		ZK	3
		DOF LaW , modification and termination, safety, collective bargaining.			ı	ZR	3
Ì		gal Aspects of Consumer Protection				ZK	3
		er protection in general, interpretation of legislation from general to special, incl. const	umer protection in	financial m			_
	codes of ethics as one of the	preventive tools for consumer protection and the cultivation of the consumer market. \\					
	U04E0203 Pre	esentation Skills				ZK	3
	•	es of verbal, nonverbal a para verbal (voice) communication and principles of presenta			-	_	
	· · · · · · · · · · · · · · · · · · ·	in practical exercises. They will get feedback in a form of self-evaluation, "peer-review"	and lecturer com	ments. The	course is ai	med at intern	nediate and
	upper-intermediate level.	contation Chille			<del></del>	7	
	· ·	esentation Skills is of verbal, non verbal a para verbal (voice) communication and principles of presenta	ation skills Studer	nts will dave	lon their ow	Z	3 on skills in
	•	get feed back in a form of self evaluation, "peer-review" and lecturer comments.	ori okino. Otudel	wiii deve	.op alon ow	prosoniallo	omno m
l	, ., ., .,						

U16E0501	Talent Management	Z,ZK	6				
The course is aimed at	ne course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to						
improve individual self-	mprove individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.						
U63C4303	Accounting in the Czech Republic	Z,ZK	6				
Module is focused on the	ne financial reporting according to currently valid Czech accounting legislature.						
U88E0201	Selected Business Management Issues A-1	ZK	6				
U88E0202	Selected Business Management Issues A-2	ZK	6				
U88E0203	Selected Business Management Issues B-1	ZK	3				
U88E0204	Selected Business Management Issues B-2	ZK	3				
U66C0103	Genesis of International Trade as a Part of Modern Europe	ZK	3				
U88E0205	Foreign Experience	Z	6				

Code of the group: PVP-B-EK 5.S.OD17/18

Name of the group: PVP-B-EK 5. semestr od 17/18 prezen ní forma

Requirement credits in the group: Requirement courses in the group:

Credits in the group: 0 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
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6	4P+0C		PV
U77C0005	Selected Industrial Technologies	ZK	3	2P+0C	*	PV

# Characteristics of the courses of this group of Study Plan: Code=PVP-B-EK 5.S.OD17/18 Name=PVP-B-EK 5. semestr od 17/18 prezen ní forma

U88E0101	Current Issues in Business from a V4 Perspective	KZ	6
he course, organized in	five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a mult	idisciplinary appro	pach, introducing
and developing particula	ar advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with inter	national as well as	regional-specific
insights.			
U77C0005	Selected Industrial Technologies	ZK	3

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 16/17 Name of the group: 3.s.BEK-cizí jazyk od 16/17

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:

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
U04L9903	English Language 3	Z	4	0P+4C		J
U04L9904	English Language 3-1	Z	2	0P+2C		J
U04L9906	French Language 3-1	Z	2	0P+2C		J
U04L9905	German Language 3-1	Z	2	0P+2C		J
U04L9907	Russian Language 3-1	Z	2	0P+2C		J
U04L9908	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 16/17 Name=3.s.BEK-cizí jazyk od 16/17

U04L9903	English Language 3		4
The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. 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 language skills are submitted to the goal of developing the required level needed for students' professional life.

interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.

U04L9904 | 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 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

U04L9906 French Language 3-1

The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

U04L9905 German Language 3-1

The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.

U04L9907 Russian Language 3-1

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: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for biginners/

U04L9908 | 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, 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.

Code of the group: 4.S.BEK-JAZ.OD 16/17 Name of the group: 4.s.BEK-cizí jazyk od 16/17

Spanish Language 4-1

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:

false beginners.

U04L9913

Code

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
U04L4101	English Language 4	Z,ZK	6	0P+4C	L	J
U04L9909	English Language 4-1	Z,ZK	4	0P+2C	L	J
U04L9911	French Language 4-1	Z	2	0P+2C	L	J
U04L9910	German Language 4-1	Z	2	0P+2C	L	J
U04L9912	Russian Language 4-1	Z	2	0P+2C	L	J
U04L9913	Spanish Language 4-1	Z	2	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ.OD 16/17 Name=4.s.BEK-cizí jazyk od 16/17

		jj	
U04L4101	English Language 4	Z,ZK	6
The course is suitable	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. r	eading, writing, sp	eaking and
listening, on understan	ding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	ngthening and imp	roving grammar.
All interconnected lang	uage skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
U04L9909	English Language 4-1	Z,ZK	4
U04L9911	French Language 4-1	Z	2
U04L9910	German Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2

### List of courses of this pass:

Completion Credits

Name of the course

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 lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	ımar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students'professional li	ie.	
04BJA2	English Language 2	Z	4
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spea	aking and
listening, on under	standing 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.	
16MA1	Macroeconomics	Z,ZK	4
	The course introduces the tools and problems of macroeconomic analysis on a basic level.	'	•
16MATH1	Mathematics	Z,ZK	6
16MATH2	Applied Mathematics	Z,ZK	6
16MI1	Microeconomics	Z,ZK	4
	The course introduces the tools and problems of microeconomic analysis on a basic level.		•

51ITP	Information Technology and Computer Literacy	Z,ZK	4
	n how to adjust MS Excel user interface, to create, edit and format tables, enter basic as well as advanced formulas and functions (wi		٠ ا
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and lang data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source,		
ioi searching, sorth	or databases to create more complex types of graphs, create a PivotTable and graphs.	as well as large sp	reausireets
51PE	Business Economics	Z,ZK	6
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 conseq		- 1
reg	ulation -termination of employment -working hours, vacancy -wage, salary, -discretion and duties of the employer and employees -hea	alth and safety	
51PSY	Psychology	Z,ZK	6
51S	Sociology	Z,ZK	6
Content of the cours	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology	y. Sociology and ma	anagement.
	Social roles management. The Czech society in 21st century. Sociologic research.		
51ZPM	Basics of Business Management	Z,ZK	6
TV1	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		
U04E0201	Networking in English	ZK	3
	actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategi		
	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 gran		
might help with exte	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession		, teaniwork,
U04E0202	Business Correspondence	ZK	3
	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at interr	I	- 1
	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more		I
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email	s, express themse	lves clearly,
	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	ınication	
U04E0203	Presentation Skills	ZK	3
· · · · · · · · · · · · · · · · · · ·	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	_	· .
their own presenta	tion skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	is aimed at interm	ediate and
U04E0204	upper-intermediate level.  Critical Thinking	ZK	3
	ctive of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem		-
	ractical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved		
	th the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lar		
	course might be used across the curriculum.		
U04L4101	English Language 4	Z,ZK	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		٠ ا
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		g grammar.
U04L9903	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe- English Language 3	Z	4
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramm		I
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening at		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional life		
U04L9904	English Language 3-1	Z	2
The course is su	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammatic for students of bachelor managerial studies.	nar. The course for	cuses on
developing lang	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All
110410005	interconnected language skills are submitted to the goal of developing the required level needed for students' professional life		
U04L9905	German Language 3-1	Z	2
	ole for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It		
and writing. In the or	students.	is suitable for pre-li	itermediate
U04L9906	French Language 3-1	Z	2
	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF		
	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk		
U04L9907	Russian Language 3-1	Z	2
The course is su	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea		- 1
writing. Students wi	Il 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/
110 11 5 5 5 5	false beginners		
U04L9908	Spanish Language 3-1	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 ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative		- 1
withing. Students Wi	EXCLUSIVELY for beginners/ false beginners.	omio. The course	is uesigneu
U04L9909	English Language 4-1	Z,ZK	4
U04L9910	German Language 4-1	Z	2
U04L9911	French Language 4-1	Z	2
U04L9912	Russian Language 4-1	Z	2
U04L9913	Spanish Language 4-1	Z	2
CIECALOO	Opanisii Language +-1	_	_

U16C2401	Marketing	Z,ZK	6
	purse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market	,	1
nd the application	n thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ links, marketing distribution systems, marketing communications and new trends in marketing.	es of intermedia	te distributi
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislat	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	s of the employe	e. Risk
_	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Envection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Techr	-	neering. F
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 meth	,	
	e used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and s independently and in cooperation with a professional research agency.		
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
	Il forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face presentations or events.		-
U16C6102	Presentation Skills	Z	3
	opt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	ir own presentat	1
	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.		
U16C6104	Small and Medium Business	ZK	3
U16C9902	Operational Management and Logistics	KZ	4
U16C9903	Human Resources Management	Z,ZK	6
ne course introduc	ices modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization in the organization in the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource fundamental human reso	agement in achie	ving strate
U16C9904	Globalization	Z,ZK	4
	to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstra on integration processes, economic environment and personal liberty.	•	1
U16C9905	Quality Management	Z,ZK	4
U16C9906	Project Management	Z,ZK	6
	pject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and a		
	project management in practice, mainly as members of project feams or project managers, assistants for smaller projects		
111650101	project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.	7 7K	T 6
ackground of this	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	ng standards. It ir	ncludes a l
he subject deals vackground of this petween the CSR	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and of projects designed abroad, and in Czech conditions.  Cross-cultural Management	explanation of the standards. It in practices cover Z,ZK	ne theoreti ncludes a l case studi
he subject deals vackground of this between the CSR  U16E0102  lanaging cultural coorld. Knowledge of	Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an a concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and of projects designed abroad, and in Czech conditions.  Cross-cultural Management diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national culture mpetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled	explanation of the grant standards. It in practices cover Z,ZK the backgrounds in tures and could be the grant show the grant show the grant show the grant show the grant shows the grant sho	ne theoreti ncludes a l case studio 6 the busine
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U63C9907	Financial Literacy	KZ	4
Subject Financial literacy	is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families,	but also businesses,	communities
	and the state.		
U63C9908	Enterprise Information Systems	Z,ZK	4
The aim of the course	is to teach students how to analyze the value processes within the company in its various departments and between depart	ments. Aspect bodies	s represent
	d internal accounting, performance aspect preliminary and final costing. Organization's internal accounting, internal accounting	•	•
	formance and valuation of stocks. Aspects of classification costs. Used costing methods and techniques. The concept of ful	-	
enterprise information s	ystems in terms of cost - budgeting, preliminary costing, accounting, resulting calculation. Conversion relationships between		reakdown of
	costs, organizational and product control aspect. The set of indicators of production in the company and internal sphe		
U65C5301	Labor Law	ZK	3
	Labor relations - the creation, modification and termination, safety, collective bargaining.		
U65C6101	Grant Management	ZK	3
U65C6301	Legal Aspects of Consumer Protection	ZK	3
	sumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing the i	mportance of
Basic information on con			
Basic information on con	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
Basic information on con U65C9902		Z,ZK	4
U65C9902 Course content: -develop	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.  Law and Business 2  ment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law)	), enterpreneur -busir	ess relations
U65C9902 Course content: -develop	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.  Law and Business 2  ment of the commercial law, its relation to the civil law -system of the commercial law -business (not based on the Trade law) ensurance of business commitment -different contracts in accordance with the Commercial Code -business companies: -pai	), enterpreneur -busir	ess relations
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