Study plan

Name of study plan: B-PM-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: 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: 144

The role of the block: Z

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

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

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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
U00C6101	Bachelor Thesis	Z	6	0P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=6.S. BPM-P OD 17/18 Name=Personální management 6.s. od 17/18 povinné p edm tv

U00C6101	Bachelor Thesis	Z	6

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

Name of the group: 1.s.BPM 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
04BJA1	English Language 1	Z	4	0P+4C		Z
16MATH1	Mathematics	Z,ZK	6	2P+2C		Z
51PSY	Psychology	Z,ZK	6	3P+1C		Z
51RLZ	Human Resources Management	Z,ZK	4	2P+1C	Z	Z
TV1	Physical Education	Z	0	0+2	Z	Z
16UEK	Introduction to Economics	Z,ZK	4	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=1.S.BPM-P OD 15/16 Name=1.s.BPM od 15/16 prezen ní forma 04BJA1 English Language 1

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

4

16MATH1	Mathematics	Z,ZK	6			
51PSY	Psychology	Z,ZK	6			
51RLZ	Human Resources Management	Z,ZK	4			
Human Resources	Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges	in HRM, the histo	ry of HRM, basic			
problems of labour	market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, profession	al carriers, knowle	dge of principles			
of HRM for future m	anagers, job motivation and stimulation of employees.					
TV1	Physical Education	Z	0			
16UEK	Introduction to Economics	Z,ZK	4			
The course introduces the basic micro and macroeconomic models.						
517PM	Basics of Business Management	7 7K	6			

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

Name of the group: 2.s.BPM-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 8 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
51ITP2	ICT Literacy	Z,ZK	4	0P+3C		Z
16MNP	Managerial Tools and Calculations	Z,ZK	5	2P+2C		Z
51PPP1	Law and Business 1	Z,ZK	3	2P+1C		Z
51S	Sociology	Z,ZK	6	2P+2C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z
51PDTB	Searching Library Databases	KZ	2	1P+1C		Z

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

04BJA2 | English Language 2 | Z | 4
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and accedemic 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.

16MATH2	Applied Mathematics	Z,ZK	6
51ITP2	ICT 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 and managerial applications); 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 data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, as well as large spreadsheets or databases to create more complex types of graphs, create a PivotTable and graphs.

7.7K

16MNP Managerial Tools and Calculations

The course is targeted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Control and Activity Based Control is supposed to be applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying managerial tools. Students works in 2-3 members teams and step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed together with other students and the teacher to assess the suggested solution. The computerized models are used for presentation key principles and features, including key integrated links, of the managerial tools. They are prepared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and also written text support, incl. questions and answers to each chapter, in the scope of 77 pp.

51PPP1	Law and Business 1	Z,ZK	3
51S	Sociology	Z,ZK	6
Content of the course is	focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, termino	ology. Sociology ar	nd management.

Social roles management. The Czech society in 21st century. Sociologic research.			
TV2	Physical Education	Z	0
51PDTB	Searching Library Databases	KZ	2

This course is focused on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace scientific information resources, for acquiring desired information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the principles of station ethics and station practice incl. citing and creating reference lists.

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

Name of the group: 3.s.BPM 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 6 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
U63C9920	Financial Literacy	KZ	3	2P+1C		Z
U51C9905	Leadership and Talent Management	Z,ZK	4	2P+1C		Z
U16C9920	Personnel Management	Z,ZK	4	2P+2C		Z
U65C9902	Law and Business 2	Z,ZK	4	2P+1C		Z
U16C6102	Presentation Skills	Z	3	0P+2C		Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z

06303101	Statistics 1	Z,ZK	О	2P+2C		
Characteristics of	the courses of this group of Study Plan: Code=3.S.BPM-P OD 16/	17 Name=3.s	.BPM oc	d 16/17 pı	ezen ní i	forma
U63C9920	Financial Literacy			Ì	KZ	3
Subject Financial litera and the state.	cy is engaged in the search for the principle of long?term equilibrium in financial manageme	ent at the level of	human fam	ilies, but also	businesses	s, communities
U51C9905	Leadership and Talent Management			Z	Z,ZK	4
The course focuses on	understandings the principles, specifics and importance of the different levels of leadership	and complemen	tarity of its	relation to m	anagement	theory and
business practice; how	to create conditions for the development of competences of leaders, and provide a link between	een leadership a	nd care for	the compreh	ensive deve	lopment of key
employees in the talent	management system and processes.					
U16C9920	Personnel Management			Z	Z,ZK	4
The course enables stu	idents to develop knowledge and skills of personnel management in the organization.			'	'	
U65C9902	Law and Business 2			Z	Z,ZK	4
Course content: -develo	opment of the commercial law, its relation to the civil law -system of the commercial law -busi	iness (not based o	on the Trade	e law), enter _l	oreneur -bus	iness relations
	 -ensurance of business commitment -different contracts in accordance with the Commercia panies -other companies -international and multinational companies 	al Code -business	companies	s: -partnersh	ps -compani	ies with limited
U16C6102	Presentation Skills				Z	3
Students will adopt ma	in rules of verbal, non verbal a para verbal (voice) communication and principles of presenta	ation skills. Stude	nts will deve	elop their ow	n presentation	on skills in
practical exercises. The	y will get feed back in a form of self evaluation, "peer-review" and lecturer comments.					
U63C3101	Statistics 1			7	Z,ZK	6
The study results are v	erified by the following forms of attestation: a) Credit b) Exam The credit is awarded on com	pletion of the requ	uirements s	et by the tea	cher at the b	peginning of
the semester. In the co	urse of Statistics I, there is a minimum active participation in the 75% exercise, the preparat	ion of the semest	er project i	n the require	d quality and	d scale, and
passing the final test at	the minimum level of 60%. A subsequent examination is a form of attestation that examine	s knowledge of st	udent princ	iples and pra	actices withir	n the topics
listed below for the Sta	tistics I subject. The exam is always written and usually supplemented by the oral part.					

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

Name of the group: 4.s.BPM 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
U63C9922	Appraisal and Performance Management and Controlling	KZ	4	2P+1C	L	Z
U51C9906	Corporate Education	Z,ZK	4	2P+1C	L	Z
U51C9903	Work and Organizational Psychology	Z,ZK	6	2P+2C	L	Z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	Z

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

U16C9904	Globalization	Z,ZK	4				
The overall aim is to ex	plain 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, economic environment and personal liberty.							
U63C9922	KZ	4					
Concept and approach	o performance management. Concept of performance. Principles and process of performance management. Forms, criteria an	d methods of emp	loyee evaluation.				
Links to other HR functi	ons. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of \imath	Assessment Cente	er / Development				
Center. Application of 3	60-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR audit.						
U51C9906	Corporate Education	Z,ZK	4				
The course covers basi	c approaches to corporate education, and deals with connection of corporate training and education of employees with other	types of education	n and human				
resource functions, and	with current approaches to the development of individuals, teams and enterprises.						
U51C9903	Work and Organizational Psychology	7.7K	6				

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.

Code of the group: 5.S.BPM-P OD17/18

Name of the group: 5.semestr BPM prezen ní studium od 17/18

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
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		Z
U51C9904	Mental Health and Stress	Z	3	2P+1C		Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U16C9917	New Trends in HR Management	Z,ZK	6	3P+1C		Z
U16C9919	Human Resource Information Systems	Z,ZK	4	2P+1C	Z	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.BPM-P OD17/18 Name=5.semestr BPM prezen ní studium od 17/18

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3				
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk							
prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire							
protection. The law of	in the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equ	ipment.					
U51C9904	Mental Health and Stress	Z	3				
U16C2401	Marketing	Z,ZK	6				
The Marketing cours	e makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research,	marketing mix				
and the application the	nereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	ediate distribution				
links, marketing distr	ibution systems, marketing communications and new trends in marketing.						
U16C9917	New Trends in HR Management	Z,ZK	6				
The course enables	students to learn of new trends in managing and leading people in organizations.	•	•				
U16C9919	Human Resource Information Systems	Z,ZK	4				
U00C9901	Project of Bachelor Thesis	Z	2				
The Project of the th	esis 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 subje	ct is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic	and actual know h	now 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-B-PM 6.S.OD17/18

Name of the group: Personální management 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.

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
U04E0202	Business Correspondence	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		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
U63C0201	Macroeconomic Analysis	ZK	3	0P+2C		PV
U16C6104	Small and Medium Business	ZK	3	0P+2C		PV
U16C6301	Quality Management	ZK	3	1P+1C	L	PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U63C5101	Operational Research	Z,ZK	6	2P+2C	Z,L	PV
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	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
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

U88E0205 Foreign Experience	of Modern Europe	ZK	3	2P+0C	L	PV
1 Oreign Experience		Z	6	0P+4C		PV
Characteristics of the courses of this group of Study Plan: Code=	-DVD-R-DM 6 S OD17	7/18 Name-D	orconáln	í managon	nont DVE) 6 comos
od 17/18	.F VF-D-F W 0.3.0D 17	// TO Name=F	51 SOMAIII	ı ınanayen	ICIILI VI	U. Seilles
U04E0202 Business Correspondence				7	ZK	3
The aim of the course to help students write better emails in English as emails are the	most common form of writt	en communicatio	n. It is aime		ı	_
level, and consists of sessions of language practice covering a wide range of business t						
such as fixed expressions, sentence structures, linking words, prepositions, verb tense		-	-			
and their writing will be easier to understand. The course also uncovers cultural differen	nces in Czech and English	business commu	nication			
U16E0101 Corporate Social Responsibility				Z,	ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds of	on the principle 3P: people-	planet-profit. The	course focu	1 .		the theoretica
background of this concept, the interpretation of documents regulating corporate social	I, economic and environmen	ntal activities, and	non-financ	ial reporting st	andards. It	includes a lir
between the CSR concept with corporate processes, especially business strategy, HRI	M, marketing, and PR. Illust	trations of various	CSR strate	egies and prac	tices cover	case studies
of projects designed abroad, and in Czech conditions.						
U16E0102 Cross-Cultural Management				Z.	ZK	6
Managing cultural diversity is crucial in todays globalized world and doing business acro	oss countries. Cross culture	is the interaction o	of people fro			
world. Knowledge of cross-cultural differences and their practical use increases the effici					•	
one of the core competencies of a successful manager in the global environment. The	•	•				
management practices in international companies as well as the cultural orientations of	of individual managers and	organization mem	bers.	_		•
U16C5402 Design and Brand Management				Z	ZK	3
U65C6101 Grant Management				Z	ZK	3
U16C6101 Etiquette for Managers				Z	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and	d rules of manners in differe	nt situations, which	ch can man			
presentations or events.					J	3-7
U63C0201 Macroeconomic Analysis				Z	ZK	3
U16C6104 Small and Medium Business				Z	ZK	3
U16C6301 Quality Management				Z	ZK	3
1				1	1	
)				Z.	71/	
U16C5401 Marketing Research					∠n	6
U16C5401 Marketing Research At the end of the course student should be able to define a problem for a research project.	ject, to specify the goals and	d target group, to	determine	the method an	1	-
At the end of the course student should be able to define a problem for a research proj					d technique	e of solving
					d technique	e of solving
At the end of the course student should be able to define a problem for a research proproblems from the used procedures and applications in the field of marketing practice. Independently and in cooperation with a professional research agency.				sign and solve	d technique	e of solving
At the end of the course student should be able to define a problem for a research proproblems from the used procedures and applications in the field of marketing practice. Independently and in cooperation with a professional research agency.	As a marketing manager, h	e / she should be	able to ass	sign and solve	d technique research pi	e of solving roblems both
At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English	As a marketing manager, h	e / she should be	able to ass	ign and solve	d technique research po	e of solving roblems both 3 nd appropriat
At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is	As a marketing manager, h s to acquire and systematica ersonal branding, creation a	le / she should be	able to ass	ign and solve Z Id strategies of K of business of	d technique research programme de la contacts with the contact with the	e of solving roblems both 3 and appropriate he people who
At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pe	As a marketing manager, h s to acquire and systematica ersonal branding, creation a ge analysis, role-plays and p	lly develop languand management tractice situations	able to ass age skills ar of a network vocabulary	ign and solve Z Id strategies of K of business of	d technique research programme de la contacts with the contact with the	e of solving roblems both 3 and appropriate he people who
At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pe might help with extension and development of business opportunities) through language	As a marketing manager, h s to acquire and systematica ersonal branding, creation a ge analysis, role-plays and p	lly develop languand management tractice situations	able to ass age skills ar of a network vocabulary	ign and solve Z d strategies of c of business of and gramman	d technique research programme de la contacts with the contact with the	e of solving roblems both 3 and appropriate he people who
At the end of the course student should be able to define a problem for a research proproblems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pemight help with extension and development of business opportunities) through languag and individual feedback. Practical language skills will be systematically developed in control of the course is the course of the course is the course of the course	As a marketing manager, he set to acquire and systematical ersonal branding, creation a ge analysis, role-plays and pontexts and situations relevations.	lly develop languand management oractice situations and to professiona	able to ass age skills ar of a networl vocabulary I work.	ign and solve Z d strategies of c of business of and gramman	d technique research programme de la contacts with development de la contacts with development de la contacts with development development de la contacts with development development development development development de	e of solving roblems both 3 and appropriate the people who ent, teamwork
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At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pe might help with extension and development of business opportunities) through languag and individual feedback. Practical language skills will be systematically developed in counties and individual feedback. Practical language skills will be systematically developed in counties. U63C5101 Operational Research Operations research is the branch of science dealing with formulation, modelling and solutions.	As a marketing manager, he set to acquire and systematical ersonal branding, creation a ge analysis, role-plays and pontexts and situations relevations.	lly develop languand management oractice situations and to professiona	able to ass age skills ar of a networl vocabulary I work.	ign and solve Z d strategies of of business of and grammar Z, e select the be	the determinant of the contacts with the development of the action of th	e of solving roblems both 3 and appropriat h people who ent, teamwork
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At the end of the course student should be able to define a problem for a research proj problems from the used procedures and applications in the field of marketing practice. independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pe might help with extension and development of business opportunities) through languag and individual feedback. Practical language skills will be systematically developed in county of the development of science dealing with formulation, modelling and solutions. U63C4302 Corporate Financial Management The aim is to widen and deepen knowledge and skills in the field of financial engineering	As a marketing manager, he is to acquire and systematical ersonal branding, creation a ge analysis, role-plays and pontexts and situations relevant solution of various decisioning instruments, the financing	ally develop langua and management aractice situations ant to professional making situations	age skills are of a network vocabulary I work.	ign and solve Z d strategies of c of business of and grammar Z, e select the be Z, well as perform e enterprise, in	ZK effective an accordance with a development ZK est of the accordance analytical stress and the contacts with a development ZK est of the accordance analytical stress and the contact and th	e of solving roblems both 3 and appropriat h people who cent, teamwork 6 acceptable 6 aysis. The main
At the end of the course student should be able to define a problem for a research proproblems from the used procedures and applications in the field of marketing practice. Independently and in cooperation with a professional research agency. U04E0201 Networking in English Focusing on the practical communicative needs of the students, the aim of the course is business communication, interaction and behaviour in typical networking situations (pemight help with extension and development of business opportunities) through languag and individual feedback. Practical language skills will be systematically developed in council to the development of science dealing with formulation, modelling and solutions. U63C4302 Corporate Financial Management The aim is to widen and deepen knowledge and skills in the field of financial engineering emphasis will be placed on understanding the company in its entirety and complexity, praximize wealth for shareholders.	As a marketing manager, he to acquire and systematical ersonal branding, creation a ge analysis, role-plays and pontexts and situations relevations of various decisioning instruments, the financin particularly with regard to the general to special, incl. cons	ally develop langua and management arractice situations ant to professional making situations ag needs of the cone basic function of	age skills are of a network vocabulary I work. in which wompany, as of the target	ign and solve Z d strategies of x of business of and grammal Z, e select the beat Z, well as perform enterprise, in Z	the detective and the detective and the development of the acceptance and the development of the development	a of solving roblems both 3 and appropriat h people who ent, teamwork 6 cceptable 6 sysis. The main ket value and

	Presentation Skills	ZK	3		
Students will adopt ma	ents will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies of presentation strategies of presentation and communication strategies of presentation strategies of presentation and communication at principles of presentation and communication strategies of presentation and communication at principles of presentation and communication at principles of presentation and communication and principles of presentation and communication strategies of presentation and communication and principles of presentation and communication strategies of presentation and communication and principles of presentation and communication and principles of presentation and communication at presentation and principles of presentation and communication and principles of presentation and principles of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation, "peer-review" and lecturer comments. The communication strategies of presentation strategies of presentation strategies of presentation strategies of presentation strat	s in English. Stud	ents will develop		
their own presentation	eir own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cou				
upper-intermediate lev	vel.				
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-PM 5.S.OD17/18

Name of the group: PVP-B-PM 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-PM 5.S.OD17/18 Name=PVP-B-PM 5. semestr od 17/18 prezen ní forma

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

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: 3.S.BPM-JAZ.OD 16/17 Name of the group: 3.s.BPM-cizí jazyk od 16/17

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
U04L3101	English Language 3	Z	6	0P+4C		J
U04L3102	English Language 3-1	Z	3	0P+2C		J
U04L3501	French Language 3-1	Z	3	0P+2C		J
U04L3401	German Language 3-1	Z	3	0P+2C		J
U04L3601	Russian Language 3-1	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1	Z	3	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BPM-JAZ.OD 16/17 Name=3.s.BPM-cizí jazyk od 16/17

U04L3101	English Language 3	Z	6
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	ımar. All
interconnected languag	e skills are submitted to the goal of developing the required level needed for students' professional life.		

U04L3102 English Language 3-1 Z 3

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

U04L3501 | French Language 3-1 | Z | 3
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.

U04L3401 | German Language 3-1 | Z | 3
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

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.

U04L3601 Russian Language 3-1 Z 3

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/false beginners..

U04L3502 Spanish Language 3-1 Z 3

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

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
U04L4101	English Language 4	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1	Z	3	0P+2C	L	J
U04L4401	German Language 4-1	Z	3	0P+2C	L	J
U04L4601	Russian Language 4-1	Z	3	0P+2C	L	J
U04L4502	Spanish Language 4-1	Z	3	0P+2C	L	J

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

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

U04L4101 | 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 accedemic context, as well as on strengthening and improving grammar.

U04L4102 | English Language 4-1 | Z,ZK | 3
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

In a course is suitable for students or 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 accedemic 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.

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 sociocultural aspects of present-day France and French-speaking world.

 U04L4401
 German Language 4-1
 Z
 3

 U04L4601
 Russian Language 4-1
 Z
 3

 U04L4502
 Spanish Language 4-1
 Z
 3

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.

List of courses of this pass:

С	ode	Name of the course	Completion	Credits
	04BJA1	English Language 1	Z	4
ı	The course is su	itable for students of bachelor managerial studies. Seminars cover Rusiness Terminology and Communication Skills as well as gram	mar The course for	CUSAS ON

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.

04BJA2	English Language 2	Ζ	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. reac	-	1
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		-
-	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		ing graninai
16MATH1	Mathematics	Z,ZK	6
16MATH2	Applied Mathematics	Z,ZK	6
			_
16MNP	Managerial Tools and Calculations	Z,ZK	5
-	ted on the key managerial tools used for Enterprise Management Control and on the ability to work efficiently with them. Process Contr Applied as the base for enterprise control. During the course the students create their own model (M)-enterprise for applying manageria	=	
	nd step by step apply the selected managerial tools on their M-enterprise. On the seminars present their progress, which is discussed		
	assess the suggested solution. The computerized models are used for presentation key principles and features, including key integra	-	
	pared and on the intranet available also many others learning aids including presentations used during the lectures, solved cases, and a		•
100.0 oy a. o p. op	questions and answers to each chapter, in the scope of 77 pp.		очьь (о.
16UEK	Introduction to Economics	Z,ZK	4
	The course introduces the basic micro and macroeconomic models.	_,	
51ITP2	ICT 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 (with		managerial
	derstand and apply absolute / relative cell references, create and format charts. They will learn to work with databases in Excel and le		-
for searching, sorti	ng data, using conditional formatting. Students will become familiar with multiple consolidation ranges, analyze external data source, a	s well as large s	spreadsheets
	or databases to create more complex types of graphs, create a PivotTable and graphs.		
51PDTB	Searching Library Databases	KZ	2
This course is focus	sed on knowledge and skills required for the work with course and scientific literature, for information searching in relevant and valuace scientific	ientific informati	on resources
for acquiring desire	ed information and literature, for applying newly acquired knowledge in practice during the work on bachelor thesis, and for acquiring the	ne principles of	station ethics
	and station practice incl. citing and creating reference lists.		
51PPP1	Law and Business 1	Z,ZK	3
51PSY	Psychology	Z,ZK	6
51RLZ	Human Resources Management	Z,ZK	4
	Management (HRM), personal management in organisation from the point of view of future managers. Contemporary challenges in HR		of HRM, basic
	market, recruitment and selections, job analysis information, process of adaptation of new employees in organisation, professional card	-	
	of HRM for future managers, job motivation and stimulation of employees.		
51S	Sociology	Z,ZK	6
Content of the cour	se is focused especially on the following topics:Sociology as a science, sociologic way of thinking including historic aspects, terminology.	Sociology and r	nanagement
	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		_
1 4 4		Z	1 0
		Z 7	6
U00C6101	Bachelor Thesis	Z	6
	Bachelor Thesis Project of Bachelor Thesis	Z Z	
U00C6101 U00C9901	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the state of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the state of the state	Z Z nesis.	6 2
U00C6101 U00C9901 U04E0201	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the students for writing in English	Z Z nesis. ZK	6 2
U00C6101 U00C9901 U04E0201 Focusing on the pre	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the state of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the state of the state	Z nesis. ZK s of effective an	6 2 3 d appropriate
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communi	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the students for writing in English actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies.	Z nesis. ZK s of effective anss contacts with	6 2 3 d appropriate a people who
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communi	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the students, the aim of the course is to acquire and systematically develop language skills and strategie cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business.)	Z nesis. ZK s of effective an ss contacts with mar developmen	6 2 3 d appropriate a people who
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communi	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the students, the aim of the course is to acquire and systematically develop language skills and strategie cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busineension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammers.	Z nesis. ZK s of effective an ss contacts with mar developmen	6 2 3 d appropriate a people who
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communimight help with externology	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the students, the aim of the course is to acquire and systematically develop language skills and strategie cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busineses on and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammand individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional.	Z nesis. ZK s of effective an ess contacts with mar development work. ZK	6 2 3 d appropriate n people who nt, teamwork 3
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communimight help with externology U04E0202 The aim of the cou	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the set of the students, the aim of the course is to acquire and systematically develop language skills and strategies cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of businesension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammand individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional Business Correspondence	Z nesis. ZK s of effective an ess contacts with mar development work. ZK ediate or upper	6 2 3 d appropriate n people who nt, teamwork 3 -intermediate
U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communimight help with external to the coulevel, and consists of the coulevel.	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the Networking in English actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategie cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busine ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammand individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional Business Correspondence	Z nesis. ZK s of effective an ess contacts with mar development work. ZK ediate or upper conventional lan	6 2 3 d appropriate a people who nt, teamwork 3 intermediate guage areas
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U00C6101 U00C9901 U04E0201 Focusing on the prabusiness communimight help with exter U04E0202 The aim of the coulevel, and consists such as fixed expres U04E0203 Students will adopt their own presentation of the course is such as fixed expres U04L3101 The course is such as developing language of the course is such as fixed expres U04L3101 The course is such as developing language of the course is suital and writing. In the course is suital and writing. In the course is suital the course is suital and writing. In the course is suital the course i	Bachelor Thesis Project of Bachelor Thesis The Project of the thesis addresses preparing students for writing large text so that it meets all the requirements of the graduate the Networking in English actical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategie cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busine and individual feedback. Practical language skills will be systematically developed in contexts and situations, vocabulary and gram and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional Business Correspondence rese to help students write better emails in English as emails are the most common form of written communication. It is aimed at interm of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more of sessions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is upper-intermediate level. English Language 3 intable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramm guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening an interconnected language skills are submitted to the goal of developing the required level needed for students' professional life English Language 3-1 Seminars cover Business Terminology and Communication Skills as well as gramm guage skills - reading, writing, speaking	Z nesis. ZK s of effective an ass contacts with mar development of the conventional land, express thems nication ZK singlish. Students and dimproving grading. Z ar. The course of dimproving grading. Z as ar. The course of dimproving grading. Z as as z as suitable for present a z	6 2 3 d appropriate n people who nt, teamwork 3 diaprintermediate guage areas selves clearly 3 s will develop mediate and 6 focuses on mmar. All 3 ding, listening -intermediate 3 ding, listening

U04L3502	Spanish Language 3-1	Z	3
	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: special familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative sets.		-
	EXCLUSIVELY for beginners/ false beginners.		- 1g
U04L3601	Russian Language 3-1	Z	3
	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speal		-
	ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative sk false beginners		_
U04L4101	English Language 4 iitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reac	Z,ZK	6
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		_
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	sional life.	
U04L4102	English Language 4-1	Z,ZK	3
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reaches and scientistics in a wide reaches the students language and scientistics in a wide reaches the students language.		_
•	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		ing granimar.
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course deve	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening introduction to sociocultural aspects of present-day France and French-speaking world.	and writing. It pi	rovides an
U04L4502	Spanish Language 4-1	Z	3
	partish Earlyddyd 1 1 ible for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: spa	-	_
writing. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The cours	e is designed
11041 4004	EXCLUSIVELY for beginners/ false beginners.		1 ^
U04L4601	Russian Language 4-1	Z 7/4	3
U16C2401	Marketing urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market	Z,ZK	6
_	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typically pricing strategy.	-	_
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
-	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations		
-	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Env ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Techn	-	neering. Fire
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 method	od and techniqu	e of solving
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 so	olve research pr	oblems both
U16C5402	independently and in cooperation with a professional research agency. Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
	I 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
Students will add	opt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop thei practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	r own presentat	ion skills in
U16C6104	Small and Medium Business	ZK	3
U16C6301	Quality Management	ZK	3
	, j		'
U16C9904	Globalization	Z,ZK	4
The overall aim is	to explain globalization as an economic phenomenon and to bring the environment in which the world economy develops. Demonstrat on integration processes, economic environment and personal liberty.	e the effects of	globalization
U16C9906	Project Management	Z,ZK	6
	ject is to give students theoretical overview and basic practical experience in the field of project management. Students gain basic and a		1
	project management in practice, mainly as members of project teams or project managers' assistants for smaller projects.		
U16C9917	New Trends in HR Management	Z,ZK	6
0.0000	The course enables students to learn of new trends in managing and leading people in organizations.	7 71/	1 4
		Z,ZK	4
U16C9919	Human Resource Information Systems		
	Personnel Management	Z,ZK	4
U16C9919 U16C9920	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization.		6
U16C9919 U16C9920 U16E0101	Personnel Management	Z,ZK Z,ZK	6
U16C9919 U16C9920 U16E0101 The subject deals we background of this	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting	Z,ZK Z,ZK explanation of the g standards. It in	6 ne theoretical
U16C9919 U16C9920 U16E0101 The subject deals we background of this	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	Z,ZK Z,ZK explanation of the g standards. It in	6 ne theoretical
U16C9919 U16C9920 U16E0101 The subject deals we background of this	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin 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.	Z,ZK Z,ZK explanation of the g standards. It in practices cover	6 ne theoretical
U16C9919 U16C9920 U16E0101 The subject deals to background of this between the CSR	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	Z,ZK Z,ZK explanation of the grandards. It in practices cover Z,ZK	6 ne theoretical includes a link case studies
U16C9919 U16C9920 U16E0101 The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge of	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin 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 todays 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 cult	Z,ZK Z,ZK explanation of the grandards. It in practices cover to the cover of the	6 ne theoretical and cludes a link case studies 6 the businesse considered
U16C9919 U16C9920 U16E0101 The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge of	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin 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 todays 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 cult repetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled	Z,ZK Z,ZK explanation of the grandards. It in practices cover to the country of	6 ne theoretical and cludes a link case studies 6 the businesse considered
U16C9919 U16C9920 U16E0101 The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge cone of the core core	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin 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 todays 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 cult impetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled management practices in international companies as well as the cultural orientations of individual managers and organization mer	Z,ZK Z,ZK explanation of the gractices cover of the cov	6 ne theoretical ncludes a link case studies 6 the business be considered ulture shapes
U16C9919 U16C9920 U16E0101 The subject deals to background of this between the CSR U16E0102 Managing cultural of world. Knowledge of	Personnel Management The course enables students to develop knowledge and skills of personnel management in the organization. Corporate Social Responsibility with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin 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 todays 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 cult repetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowled	Z,ZK Z,ZK explanation of the grandards. It in practices cover to the country of	6 ne theoretical includes a link case studies 6 the businesse considered

U51C9905	Leadership and Talent Management	Z,ZK	4
The course focuses on	understandings the principles, specifics and importance of the different levels of leadership and complementarity of its rel	ation to management	theory and
usiness practice; how to	create conditions for the development of competences of leaders, and provide a link between leadership and care for the c	comprehensive develop	oment of ke
	employees in the talent management system and processes.		
U51C9906	Corporate Education	Z,ZK	4
The course covers basi	c approaches to corporate education, and deals with connection of corporate training and education of employees with oth	er types of education	and humar
	resource functions, and with current approaches to the development of individuals, teams and enterprises.		
U63C0201	Macroeconomic Analysis	ZK	3
U63C3101	Statistics 1	Z,ZK	6
the semester. In the co	erified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set I urse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principle listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	ne required quality and	scale, and
U63C4101	Statistics 2	Z,ZK	6
· ·	on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acqu	ired during the study S	Statistics I.
. •	field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending to completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of known	• .	
	qualitative data files.		
U63C4302	Corporate Financial Management	Z,ZK	6
	deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	,	
	on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter		
,	maximize wealth for shareholders.	. , ,	
U63C5101	Operational Research	Z,ZK	6
l l	s the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we s		_
operations recognism		soloot the boot of the d	ocopiable
	solutions		
116200000	solutions.	V7	
U63C9920	Financial Literacy	KZ	3
	Financial Literacy is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families,		1
ubject Financial literacy	Financial Literacy vis engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state.	but also businesses,	communitie
ubject Financial literacy U63C9922	Financial Literacy vis engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling	but also businesses, o	communitie 4
ubject Financial literacy U63C9922 oncept and approach to	Financial Literacy vis engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling performance management. Concept of performance. Principles and process of performance management. Forms, criteria and	but also businesses, of KZ and methods of employe	4 e evaluation
ubject Financial literacy U63C9922 oncept and approach to	Financial Literacy v is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling performance management. Concept of performance. Principles and process of performance management. Forms, criteria arms. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of	but also businesses, of KZ and methods of employe Assessment Center / I	4 e evaluatio
U63C9922 U63C9922 oncept and approach to	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling performance management. Concept of performance. Principles and process of performance management. Forms, criteria arns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au	kZ ad methods of employe Assessment Center / E	4 e evaluatio Developme
U63C9922 oncept and approach to tinks to other HR function	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling performance management. Concept of performance. Principles and process of performance management. Forms, criteria arns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au Grant Management	KZ and methods of employe Assessment Center / E	4 e evaluatio Developme
ubject Financial literacy U63C9922 oncept and approach to	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling performance management. Concept of performance. Principles and process of performance management. Forms, criteria arns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au	kZ ad methods of employe Assessment Center / E	4 e evaluatio
U63C9922 oncept and approach to this to other HR function U65C6101 U65C6301	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling reformance management. Concept of performance. Principles and process of performance management. Forms, criteria arns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au Grant Management	kZ d methods of employe Assessment Center / E ddit. ZK ZK	4 e evaluatio Developme 3 3
U63C9922 concept and approach to other HR function U65C6101 U65C6301	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling reperformance management. Concept of performance. Principles and process of performance management. Forms, criteria arns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au Grant Management Legal Aspects of Consumer Protection	KZ and methods of employe Assessment Center / Endit. ZK ZK ets. Emphasizing the in	4 e evaluatio
U63C9922 oncept and approach to this to other HR function U65C6101 U65C6301	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling reperformance management. Concept of performance. Principles and process of performance management. Forms, criteria and solvent in the state of performance management. Concept of performance in the state of performance management. Forms, criteria and solvent in the state of performance management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR at Grant Management Legal Aspects of Consumer Protection sumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial market.	KZ and methods of employe Assessment Center / Endit. ZK ZK ets. Emphasizing the in	4 e evaluatio Developme 3 3
U63C9922 oncept and approach to nks to other HR function U65C6101 U65C6301 asic information on con	Financial Literacy r is engaged in the search for the principle of long?term equilibrium in financial management at the level of human families, and the state. Appraisal and Performance Management and Controlling reperformance management. Concept of performance. Principles and process of performance management. Forms, criteria are ns. Implementation appraisal interview. Concepts and approaches to strategic human resource management. Application of Center. Application of 360-degree feedback. Concept of Balanced Scorecard / HR Scorecard. HR controlling / HR au Grant Management Legal Aspects of Consumer Protection sumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial market codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	KZ and methods of employe Assessment Center / Exidit. ZK ZK ets. Emphasizing the in . Z,ZK	4 e evaluation Developme 3 3 anportance
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