

Study plan

Name of study plan: B-EK-prez.forma od 16/17

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: 114

The role of the block: Z

Code of the group: 4.S. BEK-P OD 17/18

Name of the group: BEK povinné p edm ty 4. semestr od 17/18

Requirement credits in the group: In this group you have to gain 18 credits

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

Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U00C4101	How to Write Thesis Petr Vym tal	Z	3	2P+0C		z
U63C4201	Macroeconomics František H ebík František H ebík František H ebík (Gar.)	ZK	3	2P+0C		z
U63C4302	Corporate Financial Management Arnošt Klesla, Miroslav Sponer, Ji í Svoboda Miroslav Sponer Arnošt Klesla (Gar.)	Z,ZK	6	2P+2C		z
U63C4101	Statistics 2 Tomáš Macák, Ji í Zmatlík Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S. BEK-P OD 17/18 Name=BEK povinné p edm ty 4. semestr od 17/18

U00C4101	How to Write Thesis	Z	3
U63C4201	Macroeconomics Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.	ZK	3
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	6
U63C4101	Statistics 2 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.	Z,ZK	6

Code of the group: 1.S.BEK-P OD 16/17

Name of the group: 1.s.BEK od 16/17 prezen ní forma

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

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

Credits in the group: 27

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L1101	English Language 1 Suzanne Elaine Lewis, Zuzana Chvatíková, Kryštof Beták, Halka Varhaníková, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlerová, Jana Rubešová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C	Z	z
U63C1401	Informatics Pavel Andres, Petr Svoboda Pavel Andres Pavel Andres (Gar.)	ZK	3	0P+2C	Z	z
U63C1101	Mathematics 1 Jiří Zmatlík, Leopold Herrmann, Eliška Cézová, Nikola Kaspíková Eliška Cézová Leopold Herrmann (Gar.)	Z,ZK	6	2P+2C		z
U63C1301	Miroslav Sponer, Jiří Svoboda, Petr Marek, Igor Kukliš Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C		z
TV1	Physical Education	Z	0	0+2	Z	z
U16C1101	Oldich Bronec, Svatava Švihlíková, Lucia Dobručká Oldich Bronec Oldich Bronec (Gar.)	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEK-P OD 16/17 Name=1.s.BEK od 16/17 prezen ní forma

U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
U63C1401	Informatics	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301		Z,ZK	6
TV1	Physical Education	Z	0
U16C1101		Z,ZK	6

Code of the group: 2.S.BEK-P OD 16/17

Name of the group: 2.s.BEK od 16/17 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete 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
U04L2101	English Language 2 Suzanne Elaine Lewis, Zuzana Chvatíková, Kryštof Beták, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlerová, Barbora Maturková Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C	L	z
U16C2301	Logistics Michal Mervart Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C	L	z
U51C2301	Managerial Psychology Lenka Emrová	ZK	3	1P+1C	L	z
U16C2401	Marketing Petra Jílková, Ladislava Knihová Petra Jílková Petra Jílková (Gar.)	Z,ZK	6	2P+2C	Z,L	z
U63C2101	Mathematics 2 Leopold Herrmann, Eliška Cézová, Nikola Kaspíková, Jiří Nárožný Leopold Herrmann Leopold Herrmann (Gar.)	Z,ZK	6	2P+2C	L	z
U65C2301	Law	ZK	3	2P+0C	L	z
U16C2201	Project Management	ZK	3	1P+1C	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 16/17 Name=2.s.BEK od 16/17 prezen ní forma

U04L2101	English Language 2	Z	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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U16C2301	Logistics	ZK	3

U51C2301	Managerial Psychology	ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U63C2101	Mathematics 2	Z,ZK	6
U65C2301	Law	ZK	3
U16C2201	Project Management	ZK	3
TV2	Physical Education	Z	0

Code of the group: 3.S.BEK-P OD 17/18

Name of the group: 3.s.BEK od 17/18 prezen ní forma

Requirement credits in the group: In this group you have to gain 21 credits

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

Credits in the group: 21

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
U63C3401	Information Systems and Design Ji í Kaiser Ji í Kaiser Ji í Kaiser (Gar.)	ZK	3	1P+1C	Z	z
U63C3201	František H ebík, Petr Makovský, Michaela Indráková Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C	Z	z
U16C3501	Human Resources Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	ZK	3	2P+0C	Z	z
U63C3101	Statistics 1 Tomáš Macák, Ji í Zmatlík Ji í Zmatlík Tomáš Macák (Gar.)	Z,ZK	6	2P+2C		z
U63C3301	Accounting Theodor Beran, Jana Nováková, Tetiana Davydiuk Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-P OD 17/18 Name=3.s.BEK od 17/18 prezen ní forma

U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
U63C3201		ZK	3
U16C3501	Human Resources Management	ZK	3
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.			
U63C3101	Statistics 1	Z,ZK	6
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.			

Code of the group: 6.S.BEK OD 18/19

Name of the group: 6. semestr BEK od 18/19 povinné p edm ty

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

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U00C6101	Bachelor Thesis František H ebiík, Arnošt Klesla, Miroslav Sponer, Ji í Svoboda, Tomáš Macák, Ji í Zmatlík, Pavel Andres, Petr Marek, Igor Kukliš, Petr Vym tal	Z	6	0P+0C	L	Z
U16C6301	Quality Management Jan Procházka	ZK	3	1P+1C	L	Z

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK OD 18/19 Name=6. semestr BEK od 18/19 povinné p edm ty

U00C6101	Bachelor Thesis	Z	6
U16C6301	Quality Management	ZK	3

Code of the group: 5.S. BEK OD 18/19

Name of the group: 5. semestr BEK povinné p edm ty od 18/19

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

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C5301	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		Z
U63C5101	Operational Research Ji í Demel, Jana Ku erová Ji í Demel Ji í Demel (Gar.)	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=5.S. BEK OD 18/19 Name=5. semestr BEK povinné p edm ty od 18/19

U63C5301	Financial and Tax Environment	ZK	3
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
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.			

Name of the block: Povinné p edm ty zam ení

Minimal number of credits of the block: 24

The role of the block: PZ

Code of the group: 4.S.BEK-SP OD 17/18

Name of the group: BEK p edm ty specializace 4.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
U63C4401	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		PZ
U16C4401	Marketing applications Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PZ
U16C4501	Work Performance Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C		PZ
U63C4303	Accounting in the Czech Republic Theodor Beran, Jana Nováková Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-SP OD 17/18 Name=BEK p edm ty specializace 4.s. od 17/18

U63C4401	Management Informatics - Microsoft 365	Z,ZK	6
U16C4401	Marketing applications	Z,ZK	6
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.			

U16C4501	Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			

Code of the group: 5.S. BEK-SP OD 18/19

Name of the group: 5. semestr BEK p edm ty specializace od 18/19

Requirement credits in the group: In this group you have to gain 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 3)

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety and Fire Prevention <i>Josef Pros Josef Pros Josef Pros (Gar.)</i>	ZK	3	2P+0C		PZ
U16C5402	Design and Brand Management <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	ZK	3	2P+0C		PZ
U51C5401	Leadership and Employee Education <i>Iveta Chmielová Dalajková, Kateřina Tomešková Kateřina Tomešková (Gar.)</i>	Z,ZK	6	2P+2C		PZ
U63C5302	Managerial Tools and Calculations <i>Arnošt Klesla, Theodor Beran Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PZ
U16C5401	Marketing Research <i>Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	6	2P+2C	*	PZ
U65C5301	Labor Law <i>Kateřina Demová Kateřina Demová Kateřina Demová (Gar.)</i>	ZK	3	2P+0C		PZ
U65C6301	Legal Aspects of Consumer Protection <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PZ
U63C5402	Business Data Processing <i>Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)</i>	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=5.S. BEK-SP OD 18/19 Name=5. semestr BEK p edm ty specializace od 18/19

U16C5302	Workplace Health, Safety and 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 on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
U16C5402	Design and Brand Management	ZK	3
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique 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 solve research problems both independently and in cooperation with a professional research agency.			
U65C5301	Labor Law	ZK	3
Labor relations - the creation, modification and termination, safety, collective bargaining.			
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U63C5402	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			

Code of the group: 6.S.BEK-SP OD 18/19

Name of the group: 6. semestr BEK od 18/19 p edm ty specializace

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
U63C6301	Otakar Schlossberger	Z,ZK	6	2P+2C		PZ
U16C6501	Communication and Managerial Skills Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PZ
U16C6401	Online Marketing Tomáš Sadílek Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C	L	PZ
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PZ

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK-SP OD 18/19 Name=6. semestr BEK od 18/19 p edm ty specializace

U63C6301		Z,ZK	6	The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.		
U16C6501	Communication and Managerial Skills	Z,ZK	6	The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.		
U16C6401	Online Marketing	Z,ZK	6	The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow students to obtain certification in the field of Internet marketing.		
U63C6401		Z,ZK	6			

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 21

The role of the block: PV

Code of the group: BEK-EN OD 18/19

Name of the group: 5. + 6. semestr BEK p edm ty v cizím jazyce od 18/19

Requirement credits in the group: In this group you have to gain 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 4)

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04E0202	Business Correspondence Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking Ond ej Galuška Ond ej Galuška Ond ej Galuška (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-cultural Management Galina Ostapenko Galina Ostapenko Galina Ostapenko (Gar.)	Z,ZK	6	2P+2C		PV
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6	4P+0C		PV
U63E0101	Introduction to Game Theory Jan Procházka	KZ	3	0P+2C		PV
U04E0201	Networking in English Eva Císlarová	ZK	3	0P+2C	Z,L	PV
U04E0203	Presentation Skills Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.)	ZK	3	0P+2C	Z,L	PV
U16E0501	Talent Management Vincent Blaise Montenero	Z,ZK	6	0P+4C		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
U88E0205	Foreign Experience	Z	6	0P+4C		PV

Characteristics of the courses of this group of Study Plan: Code=BEK-EN OD 18/19 Name=5. + 6. semestr BEK p edm ty v cizim jazyce od 18/19

U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
U04E0204	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
U16E0102	Cross-cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6
The 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 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.			
U63E0101	Introduction to Game Theory	KZ	3
U04E0201	Networking in English	ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal and para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U16E0501	Talent Management	Z,ZK	6
The 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-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
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
U88E0205	Foreign Experience	Z	6

Code of the group: 6.S.BEK PVP OD 18/19

Name of the group: 6. semestr BEK od 18/19 povinn volitelné p edm ty

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

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U65C6101	Grant Management	ZK	3	2P+0C	L	PV
U16C6101	Etiquette for Managers	ZK	3	2P+0C	L	PV
U16C6103	Globalization	ZK	3	2P+0C	Z,L	PV
U63C0201	Macroeconomic Analysis <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	ZK	3	0P+2C		PV
U16C6105	Enterpreunership and Business Plan <i>Lucia Dobrucká</i>	ZK	3	0P+2C		PV
U65C6301	Legal Aspects of Consumer Protection <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PV
U16C6102	Presentation Skills <i>Svatava Švihlíková Svataava Švihlíková Svataava Švihlíková (Gar.)</i>	Z	3	0P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=6.S.BEK PVP OD 18/19 Name=6. semestr BEK od 18/19 povinn volitelné p edm ty

U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U65C6101	Grant Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U16C6103	Globalization	ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U16C6105	Enterpreunership and Business Plan	ZK	3
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: 4.S.BEK-JAZ OD 17/18

Name of the group: BEK jazyky 4. semestr 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 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4 <i>Kryštof Beták, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlarová, Jana Rubešová, Barbora Maturová, Dagmar Garlick, Romana Janotová Eva Císlarová Eva Císlarová (Gar.)</i>	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 <i>Kryštof Beták, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlarová, Jana Rubešová, Barbora Maturová, Dagmar Garlick, Romana Janotová Eva Císlarová Eva Císlarová (Gar.)</i>	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1 <i>Eva Císlarová, Abigail Rejchrtová Kozlíková Eva Císlarová Abigail Rejchrtová Kozlíková (Gar.)</i>	Z	3	0P+2C	L	J
U04L4401	German Language 4-1 <i>Eva Císlarová, Markéta Blažejová Eva Císlarová Markéta Blažejová (Gar.)</i>	Z	3	0P+2C	L	J
U04L4503	Portuguese language 4-1 <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L4601	Russian Language 4-1 <i>Eva Císlarová</i>	Z	3	0P+2C	L	J
U04L4502	Spanish Language 4-1 <i>Anna Wagnerová, Miroslava Ferrarová Miroslava Ferrarová Anna Wagnerová (Gar.)</i>	Z	3	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S.BEK-JAZ OD 17/18 Name=BEK jazyky 4. semestr od 17/18

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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
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 listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4501	French Language 4-1	Z	3
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
U04L4503	Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.			
U04L4601	Russian Language 4-1	Z	3
U04L4502	Spanish Language 4-1	Z	3
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. It is suitable for beginners/false beginners.			

Code of the group: 3.S.BEK-JAZ OD 17/18

Name of the group: 3.s.BEK-cizí jazyk 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 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 Kryštof Beták, Halka Varhaníková, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlarová, Jana Rubešová, Barbora Maturová, Dagmar Garlick, Eva Císlarová Eva Císlarová (Gar.)	Z	6	0P+4C		J
U04L3102	English Language 3-1 Kryštof Beták, Halka Varhaníková, Lenka Pánková, Anna Wagnerová, Sheri Elaine Ballard, Eva Císlarová, Jana Rubešová, Barbora Maturová, Dagmar Garlick, Eva Císlarová Eva Císlarová (Gar.)	Z	3	0P+2C		J
U04L3501	French Language 3-1 Eva Císlarová, Abigail Rejchrtová Kozlíková Eva Císlarová Abigail Rejchrtová Kozlíková (Gar.)	Z	3	0P+2C		J
U04L3401	German Language 3-1 Eva Císlarová, Markéta Blažejová Eva Císlarová Markéta Blažejová (Gar.)	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 Eva Císlarová	Z	3	0P+2C		J
U04L3601	Russian Language 3-1 Eva Císlarová	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1 Anna Wagnerová, Miroslava Ferrarová Miroslava Ferrarová Anna Wagnerová (Gar.)	Z	3	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.BEK-JAZ OD 17/18 Name=3.s.BEK-cizí jazyk od 17/18

U04L3101	English Language 3	Z	6	The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.
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 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.
U04L3503	Portuguese Language 3-1	Z	3	The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..
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 beginners/ 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.

Name of the block: Volitelné p edm ty-odborné

Minimal number of credits of the block: 9

The role of the block: F

Code of the group: BEK-TP OD 16/17

Name of the group: BEK-technické p edm ty od 16/17

Requirement credits in the group: In this group you have to gain at least 9 credits (at most 12)

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U77C0003	Ecology and Technology <i>Michael Pond lí ek Michael Pond lí ek Michael Pond lí ek (Gar.)</i>	Z,ZK	3	1P+1C	Z	F
U77C0004	Engineering Materials <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C	Z	F
U77C0002	Transport Technology <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C	L,Z	F
U77C0006	Artificial Intelligence <i>Olga Št pánková, Martin Macaš, Filip Hrdli ka Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C	*	F
U77C0008	Introduction to Cyber Security and Information Security <i>Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)</i>	ZK	3	2P+0C		F
U77C0005	Selected Industrial Technologies	ZK	3	2P+0C	*	F
U77C0007	Selected Industrial Technologies A	ZK	6	2P+2C		F
U77C0001	Basics of Engineering Production	ZK	3	2P+0C	L	F

Characteristics of the courses of this group of Study Plan: Code=BEK-TP OD 16/17 Name=BEK-technické p edm ty od 16/17

U77C0003	Ecology and Technology	Z,ZK	3
Environmental protection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of information about the environment and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).			
U77C0004	Engineering Materials	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0007	Selected Industrial Technologies A	ZK	6
U77C0001	Basics of Engineering Production	ZK	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4101	How to Write Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
U04E0201	Networking in English	ZK	3
Focusing on the practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U04E0204	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			

U04L2101	English Language 2	Z	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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L3101	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as 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.			
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.			
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 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.			
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.			
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.			
U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
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 beginners/ false beginners..			
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 academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
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 listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
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.			
U04L4502	Spanish Language 4-1	Z	3
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. It is suitable for beginners/false beginners.			
U04L4503	Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.			
U04L4601	Russian Language 4-1	Z	3
U16C1101		Z,ZK	6
U16C2201	Project Management	ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C3501	Human Resources Management	ZK	3
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.			
U16C4401	Marketing applications	Z,ZK	6
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.			
U16C4501	Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
U16C5302	Workplace Health, Safety and 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 on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			

U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique 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 solve research problems both independently and in cooperation with a professional research agency.			
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face during business meetings, presentations or events.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			
U16C6103	Globalization	ZK	3
U16C6105	Enterpreunership and Business Plan	ZK	3
U16C6301	Quality Management	ZK	3
U16C6401	Online Marketing	Z,ZK	6
The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow students to obtain certification in the field of Internet marketing.			
U16C6501	Communication and Managerial Skills	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
U16E0102	Cross-cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U16E0501	Talent Management	Z,ZK	6
The 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-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
U51C2301	Managerial Psychology	ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			
U63C0201	Macroeconomic Analysis	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301		Z,ZK	6
U63C1401	Informatics	ZK	3
U63C2101	Mathematics 2	Z,ZK	6
U63C3101	Statistics 1	Z,ZK	6
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.			
U63C3201		ZK	3
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.			
U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			

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.			
U63C4201	Macroeconomics	ZK	3
Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well 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.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			
U63C4401	Management Informatics - Microsoft 365	Z,ZK	6
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.			
U63C5301	Financial and Tax Environment	ZK	3
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
U63C6301		Z,ZK	6
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.			
U63C6401		Z,ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U65C2301	Law	ZK	3
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
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U77C0001	Basics of Engineering Production	ZK	3
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
U77C0003	Ecology and Technology	Z,ZK	3
Environmental protection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of information about the environment and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).			
U77C0004	Engineering Materials	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0007	Selected Industrial Technologies A	ZK	6
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
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 multidisciplinary approach, introducing and 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.			
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
U88E0205	Foreign Experience	Z	6

For updated information see <http://bilakniha.cvut.cz/en/FF.html>

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