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: 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: 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:

U00C4101

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	Z	3	2P+0C		Z
U63C4201	Macroeconomics	ZK	3	2P+0C		Z
U63C4302	Corporate Financial Management	Z,ZK	6	2P+2C		Z
U63C4101	Statistics 2	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

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.

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: 1.S.BEK-P OD 16/17

How to Write Thesis

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	Z	6	0P+4C	Z	Z
U63C1401	Informatics	ZK	3	0P+2C	Z	Z
U63C1101	Mathematics 1	Z,ZK	6	2P+2C		Z
U63C1301	Business Economics	Z,ZK	6	2P+2C		Z
TV1	Physical Education	Z	0	0+2	Z	Z
U16C1101	Principles of Management Old ich Bronec Old ich 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

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U04L1101	English Language 1	Z	6			
The course is suitable for	or students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	nmar. The course	focuses on			
developing language 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	Business Economics	Z,ZK	6			
TV1	Physical Education	Z	0			
U16C1101	Principles of Management	Z,ZK	6			

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

English Language 2

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:

11041 2101

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	Z	6	0P+4C	L	Z
U16C2301	Logistics	ZK	3	2P+0C	L	Z
U51C2301	Managerial Psychology	ZK	3	1P+1C	L	Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2	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

00122101	English Language 2	. -	0	1
The course is suitable for	or students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, sp	beaking and	
listening, on understand	ing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	gthening and imp	proving grammar.	ı
All interconnected langu	age skills are submitted to the goal of developing the required level needed for students' academic and professional life.			ı

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.

Z.ZK 6
Z,ZN

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

Information Systems and Design

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	ZK	3	1P+1C	Z	Z
U63C3201		ZK	3	2P+0C	Z	Z
U16C3501	Human Resources Management	ZK	3	2P+0C	Z	Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z
U63C3301	Accounting Theodor Beran Theodor Beran	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

00303401	iniormation systems and besign	∠ r\	3			
Fundamental terms, info	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 organiz	zation and introduces fundamental human resource functions that determine the competitiveness of the organization in the n	narket economy.				

U63C3101 Statistics 1 Z.ZK 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

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

Z,ZK

6

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

Accounting

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	Z	6	0P+0C	L	Z
U16C6301	Quality Management	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

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U00C6101	Bachelor Thesis	Z	6
U16C6301	Quality Management	ZK	3
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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	ZK	3	2P+0C		Z
U63C5101	Operational Research	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

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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. The position and importance of financial institutions in the current

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

7 7K

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	Z,ZK	6	0P+4C		PZ
U16C4401	Marketing applications	Z,ZK	6	2P+2C		PZ
U16C4501	Work Performance Management	Z,ZK	6	2P+2C		PZ
U63C4303	Accounting in the Czech Republic	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	Z,ZK	6					
U16C4401	Marketing applications	Z,ZK	6					
The Marketing applicat	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, may	arketing planning,	STP theory, and					
customer relationship n	customer relationship management.							
U16C4501	Work Performance Management	Z,ZK	6					
The course is facused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategic								

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PZ
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PZ
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PZ

U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PZ
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PZ
U65C5301	Labor Law	ZK	3	2P+0C		PZ
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PZ
U63C5402	Business Data Processing	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 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 ob	bligations of the employee. R	isk
prevention.Training	of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspecti	ion, KHS, Environmental En	gineering. Fire
protection. The law	on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech	nical equipment.	
U16C5402	Design and Brand Management	ZK	3
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals w	ith approaches to leadership and training of employees in the context of the theory and practice of contemporary indust	trial enterprises.	
U63C5302	Managerial Tools and Calculations	Z,ZK	6
000000E			
U16C5401	Marketing Research	Z,ZK	6
U16C5401	Ţ	1 '	•
U16C5401 At the end of the co	Marketing Research	ine the method and techniqu	e of solving
U16C5401 At the end of the co problems from the u	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine	ine the method and techniqu	e of solving
U16C5401 At the end of the co problems from the u	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determined procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to	ine the method and techniqu	e of solving
U16C5401 At the end of the coproblems from the uindependently and iU65C5301	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine student should be able to define a problem for a research project, to specify the goals and target group, to determine the procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to n cooperation with a professional research agency.	ine the method and techniqu assign and solve research p	e of solving problems both
U16C5401 At the end of the coproblems from the uindependently and iU65C5301	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determined procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to a cooperation with a professional research agency. Labor Law	ine the method and techniqu assign and solve research p	e of solving problems both
U16C5401 At the end of the coproblems from the usindependently and is U65C5301 Labor relations - the U65C6301	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine seed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to a cooperation with a professional research agency. Labor Law ecception, modification and termination, safety, collective bargaining.	ine the method and technique assign and solve research participation ZK	e of solving problems both
U16C5401 At the end of the coproblems from the usindependently and is U65C5301 Labor relations - the U65C6301 Basic information or	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine seed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to not cooperation with a professional research agency. Labor Law a creation, modification and termination, safety, collective bargaining. Legal Aspects of Consumer Protection	ine the method and technique assign and solve research participation ZK	e of solving problems both
U16C5401 At the end of the coproblems from the usindependently and is U65C5301 Labor relations - the U65C6301 Basic information or	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine seed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to not cooperation with a professional research agency. Labor Law excreation, modification and termination, safety, collective bargaining. Legal Aspects of Consumer Protection not consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in finance.	ine the method and technique assign and solve research participation ZK	e of solving problems both
U16C5401 At the end of the coproblems from the unidependently and iU65C5301 Labor relations - the U65C6301 Basic information or codes of ethics as culo3C5402	Marketing Research urse student should be able to define a problem for a research project, to specify the goals and target group, to determine sed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to not cooperation with a professional research agency. Labor Law excreation, modification and termination, safety, collective bargaining. Legal Aspects of Consumer Protection no consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financiance of the preventive tools for consumer protection and the cultivation of the consumer market.	ine the method and technique assign and solve research possign and solve re	e of solving problems both 3 3 e importance o

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		Z,ZK	6	2P+2C		PZ
U16C6501	Commmunication and Managerial Skills	Z,ZK	6	2P+2C		PZ
U16C6401	Online Marketing	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

06306301		∠,∠K	6
The course is focused	I on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their oper	ation 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 manag	erial skills related	to the successfu
implementation of ma	nagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	gue and achiever	nent of goals, as
well as acquire the sk	ills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focu-	sed on manageria	ıl skills, students
will acquire basic skill:	s in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired	d skills in practice a	and get feedbac
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 ab	le to understand
the impact of technological	gy 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 er	nvironment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and e	valuating marketir	ng activities on
the Internet, understa	nd the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforr	n "Digital Garage"	, which will allow
students to obtain cer	tification in the field of Internet marketing.		
LI63C6401		7 7K	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	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U88E0101	Current Issues in Business from a V4 Perspective	KZ	6	4P+0C		PV
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U16E0501	Talent Management	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 cizím jazyce od 18/19

U04E0202 ZK **Business Correspondence** 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 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 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. U16F0102 Cross-Cultural Management Z,ZK Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members. Current Issues in Business from a V4 Perspective 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. U63E0101 Introduction to Game Theory ΚZ 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. U04F0203 Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. U16E0501 Z,ZK **Talent Management**

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	ZK	3	0P+2C		PV
U16C6105	Enterpreunership and Business Plan	ZK	3	0P+2C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U16C6102	Presentation Skills	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 c	onsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing t	he 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 form	s of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager f	ace during busine	ess meetings,
presentations or event	s.		
U16C6103	Globalization	ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U16C6105	Enterpreunership and Business Plan	ZK	3
U16C6102	Presentation Skills	Z	3
Students will adopt ma	in rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop t	heir own presenta	ation skills in
practical exercises. Th	ey 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) 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
U04L4503	Portuguese language 4-1	Z	3	0P+2C		J
U04L4601	Russian Language 4-1	Z	3	0P+2C	L	J

11041 4500		7		00.00		
U04L4502	Spanish Language 4-1	Z	3	0P+2C	L	J
Characteristics of the	e courses of this group of Study Plan: Code=4.S.BEK-JAZ OD	17/18 Name=	BEK jazv	ky 4. sen	nestr od 1	7/18
	nglish Language 4				Z,ZK	6
	udents of bachelor managerial studies. The course focuses on developing all four lang and orientation in a wide-range of topics in the students' respective professional and ac		_	_		-
	e skills are submitted to the goal of developing the required level needed for students'			_	ig and improvi	ilig graffillai
U04L4102 Er	nglish Language 4-1			Z	Z,ZK	3
	udents of bachelor managerial studies. The course focuses on developing all four lang and orientation in a wide-range of topics in the students' respective professional and ac		_	_		-
-	e skills are submitted to the goal of developing the required level needed for students'			-	ig and improvi	ing granina
	ench Language 4-1				Z	3
•	nunicative skills of the students in the French language on the level A1 according to the aspects of present-day France and French-speaking world.	e CEFR: speaking,	reading, list	tening and v	vriting. It provi	des an
	erman Language 4-1				Z	3
	ortuguese language 4-1				Z	3
	unicative skills of the students in the Portuguese language on the level A1 according	to the CEFR: spea	king, reading	g, listening a	and writing.	
	ussian Language 4-1				Z	3
	panish Language 4-1 achelor students. The course develops all language skills in the Spanish language on	the level A1 accord	ding to the C	`EER: speak	Z	3 listening and
	rise themselves with the basics of Spanish grammar and lexis for everyday situations.		-	-		-
EXCLUSIVELY for beginne	rs/ false beginners.					
ode of the grou	p: 3.S.BEK-JAZ OD 17/18					
ame of the gro	up: 3.s.BEK-cizí jazyk od 17/18					
•	dits in the group: In this group you have to gain 6	credits				
•	urses in the group: In this group you have to compl		t 1 cou	rse (at	most 2)
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ote on the grou	Name of the course / Name of the group of courses	1				1
	(in case of groups of courses the list of codes of their			0	Compoter	Role
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Code	members)	Completion	Credits	Scope	Semester	IVOIC
	members) Tutors, authors and guarantors (gar.)	-			Semester	
J04L3101	members) Tutors, authors and guarantors (gar.) English Language 3	Z	6	0P+4C	Semester	J
J04L3101 J04L3102	members) Tutors, authors and guarantors (gar.) English Language 3 English Language 3-1	Z	6 3	0P+4C 0P+2C	Semester	J
J04L3101 J04L3102 J04L3501	members) Tutors, authors and guarantors (gar.) English Language 3 English Language 3-1 French Language 3-1	Z Z Z Z	6 3 3	0P+4C 0P+2C 0P+2C	Semester	J
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U04L3502 Spanish Language 3-1

The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U77C0003	Ecology and Technology	Z,ZK	3	1P+1C	Z	F
U77C0004	Engineering Materials	ZK	3	2P+0C	Z	F
U77C0002	Transport Technology	ZK	3	2P+0C	L,Z	F
U77C0006	Artificial Intelligence	Z,ZK	3	1P+1C	*	F
U77C0008	Introduction to Cyber Security and Information Security	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

	and dediced of this group of clady I fam. Gode-Berk 11 OB 10,17 Hame-Berk technicke p		0, 1.1
U77C0003	Ecology and Technology	Z,ZK	3
Environmental protection	n and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inf	ormation about th	e environment
and shifts in technical a	nd 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 pasanger and freight transport, orga	nisation of traffic i	n each transport
mode, technologic factor	ors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of t	ransport.
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 tudents will adopt main rule	Presentation Skills ZK	3
	s of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Studer	1
neir 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 integration upper-intermediate level.	ermediate a
U04E0204	Critical Thinking ZK	3
	ne course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills.	-
	se of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice	•
· · · · · · · · · · · · · · · · · · ·	ohasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills de	
	course might be used across the curriculum.	·
U04L1101	English Language 1 Z	6
l l	students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course	-
	ls - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving gr	
	nterconnected language skills are submitted to the goal of developing the required level needed for students professional life.	amman. 7 m
U04L2101	English Language 2 Z	6
	students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, s	
-	nd orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and impro	oving grami
	nnected 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	e focuses o
developing language skil	ls - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving gr	ammar. All
ir	nterconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	
J04L3102	English Language 3-1 Z	3
	students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course	e focuses o
	ls - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving gr	
	nterconnected language skills are submitted to the goal of developing the required level needed for students' professional life.	
U04L3401	German Language 3-1 Z	3
ļ.	helor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, re	
	dents foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pi	_
withing. In the course, state	students.	ie-interinec
11041.0504		
U04L3501	French Language 3-1 Z	3
	helor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, realized and the course develops all language at level A2-B1 according to the CEFR: speaking, realized and the course develops are considered and the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at level A2-B1 according to the course develops are considered at leve	_
d writing. In the course, stu	dents foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable	for beginn
J04L3502	Spanish Language 3-1 Z	3
e course is suitable for bac	chelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading	g, listening
iting. Students will familiari	se themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The cour	rse is desig
	EXCLUSIVELY for beginners/ false beginners.	
U04L3503	Portuguese Language 3-1 Z	3
he course is suitable for ba	chelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading	, listening a
	arise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is	_
· ·	biginners/ false beginners	
	Russian Language 3-1 Z	
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U04L3601	1	listoping an
The course is suitable for b	pachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, l	listening an
The course is suitable for b	pachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, less themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable	listening an
The course is suitable for titing. Students will familiari	pachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, less themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable false beginners	listening ar
The course is suitable for the ting. Students will familiaried.	pachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, I see themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable false beginners English Language 4 Z,ZK	listening an
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	Human Resources Management	ZK	3
	s modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization of the human resource management in the organization of the key role of human resource management in the organization of the human resource management in the human resource management in the organization of the human resource management in the human resource managemen		
U16C4401	the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in t		1
	Marketing applications	Z,ZK	6
	cation course is focused on the marketing communication issues. The course makes students familiar with every part of the commun and from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketi customer relationship management.		
U16C4501	· · · ·	Z,ZK	6
l l	Work Performance Management I on the development of managerial skills in performance management in the organization. Through lectures and seminars, students		
	ces for efficient performance management in the organization and the main tasks of managers in various activities related to performance organization.		-
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
	n on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation		-
revention.Training o	f staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Env	vironmental Engi	neering. Fir
protection	on. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Techn	nical equipment.	
U16C5401	Marketing Research	Z,ZK	6
	urse student should be able to define a problem for a research project, to specify the goals and target group, to determine the meth sed procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and s	-	_
	independently and in cooperation with a professional research agency.		
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers	ZK	3
introduction to all fo	rms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager face	during busines	s meetings,
114000400	presentations or events.	7	
U16C6102	Presentation Skills	Z ir own procentat	3
Students will adopt	main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	ıı own presentat	IOH SKIIIS IN
U16C6103	Globalization	ZK	3
		ZK	3
U16C6105	Enterpreunership and Business Plan		
U16C6301	Quality Management	ZK	3
U16C6401	Online Marketing	Z,ZK	6
	marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, stude	•	1
	ogy on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Und		
ell as acquire the sk	nagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue tills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused of the course is also focused on successful self-presentation.	on managerial sk	kills, student
·	s in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills on their actions.	s in practice and	get teedhac
U16E0101	Corporate Social Responsibility		
		Z,ZK	6
	h corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an	explanation of the	6 ne theoretic
ackground of this co	ncept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reportin ncept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	explanation of thing standards. It in	6 ne theoretic
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U63C2101	Mathematics 2	Z,ZK	6
U63C3101	Statistics 1	Z,ZK	6
-	are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the		
	ne course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re-		
passing the final	est at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles ar listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	nd practices within	1 the topics
U63C3201	instea below for the Statistics I subject. The examits always written and usually supplemented by the oral part.	ZK	3
U63C3201	Accounting	Z,ZK	6
	Accounting on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor		1 -
The course locuses	records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater	•	ii accounting
U63C3401	Information Systems and Design	ZK	3
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		
	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling		
U63C4101	Statistics 2	Z,ZK	6
	lops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired		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 ki	nowledge acquire	d in previous
Statistics I course.	After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowled	dge from both qua	antitative and
	qualitative data files.		_
U63C4201	Macroeconomics	ZK	3
•	students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived f		
	e overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and part aggregate level. It also familiarizes with accomplication to the control of the contr		- 1
U63C4302	at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous		
	Corporate Financial Management and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe	Z,ZK	6
	laced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpris	-	
emphasis will be p	maximize wealth for shareholders.	oc, morease man	lot value and
U63C4303	Accounting in the Czech Republic	Z,ZK	6
00001000	Module is focused on the financial reporting according to currently valid Czech accounting legislature.	2,213	
U63C4401	Management Informatics	Z,ZK	6
U63C5101	Operational Research	Z,ZK	6
	arch is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we selec		1
·	solutions.		.
U63C5301	Financial and Tax Environment	ZK	3
	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a		et economy.
Definition of the cat	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.	ancial institutions	in the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc	ulations.	
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 measure	s and dimensions	s design and
	implementation for decision making purposes and results reporting using pivot charts and tables.		
U63C6301		Z,ZK	6
	sed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation		1 -
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
	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E	ZK	- 1
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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 Generated: day 2025-07-05, time 20:21.