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:

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

11/10									
U00C4101	How to Write Thesis	Z	3						
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 over	rlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon a	nd problems of na	ational economy						
and equilibrium at aggre	egate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous i	nonetary and fisc	al 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 a	s performance an	alysis. 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 enter	prise, increase m	arket value and						
maximize wealth for sha	reholders.								
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.	qualitative data files.								

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	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

U04L1101	English Language 1	Z	6
The course is suitab	ole for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	hmar. The course	focuses on
developing languag	e skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gran	nmar. All
interconnected lang	puage 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

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	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

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 understan	ding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strer	ngthening and imp	roving grammar.			
All interconnected lang	uage skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
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 reco	gnize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel m	anagement. They	will understand			
the importance of the p	ersonality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainte	ed with the persona	lity prerequisites			
of managers and their i	mportance for successful performance of managerial activities, with psychic functions and processes applied in performing ma	anagerial functions	. Developmenta			
psychology introduces	the principles of human development and psychological characteristics of selected developmental periods, personality psych	ology will focus or	n clarifying the			
structure and dynamics	s of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look a	at their own behav	ior, behavior of			
others and social phen	omena around them with theoretical background and concepts of social psychology so that they can understand people's soc	cial behavior more	and put them ir			
	nts will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others,					
The course will also po	in out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobility	bing, bossing, bur	nout, etc.			
U16C2401	Marketing	Z,ZK	6			
The Marketing course	nakes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research,	marketing mix			
and the application the	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	diate distributior			
links, marketing distrib	ution 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	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

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, be	usiness 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 n	nodern principles and practices of human resource management in the organization, explains the key role of human resource r	nanagement in ac	hieving strategic				
objectives of the organized	zation and introduces fundamental human resource functions that determine the competitiveness of the organization in the m	narket economy.					
U63C3101	Statistics 1	Z,ZK	6				
The study results are ve	rified 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	e beginning of				
the semester. In the cou	Irse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the	required quality a	nd 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 wit	hin 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	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

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	Semest	er 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 18/1	9 Name=5. ser	nestr BEI	K povinn	é pedm	ty od 18/19
U63C5301	Financial and Tax Environment				ZK	3
Development and curre	ent state of scientific knowledge in the field of management of financial institutions, financial	ial and tax system i	n the conditi	ons of an a	dvanced m	arket economy.
Definition of the catego	ry "financial institutions". Classification of financial institutions. Typology of financial institut	tions. The position a	nd importan	ce of financi	ial institutio	ns in the current
market system. Tax sys	tem in the Czech Republic, system and classification of taxes. Orientation in basic financ	ial cases and calcu	lations.			
110005404	On another all Decements			-	7 71/	0

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:

Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their Code Completion Credits Scope Semester Role members) Tutors, authors and guarantors (gar.) U63C4401 Z.ZK 6 0P+4C P7 **Management Informatics** U16C4401 2P+2C Z,ZK 6 Marketing applications ΡZ U16C4501 Z,ZK 2P+2C 6 ΡZ Work Performance Management Accounting in the Czech Republic U63C4303 Z,ZK 6 2P+2C P7 Theodor Beran

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 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, ma	arketing planning,	STP theory, and		
customer relationship m	nanagement.				
U16C4501	Work Performance Management	Z,ZK	6		
The course is focused of	n the development of managerial skills in performance management in the organization. Through lectures and seminars, stud	dents will learn eff	ective strategies,		
policies and practices for	or efficient performance management in the organization and the main tasks of managers in various activities related to perfo	ormance manager	nent in the		
organization.					
U63C4303	Accounting in the Czech Republic	Z,ZK	6		
Module is focused on th	odule 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		ΡZ
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		ΡZ
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		ΡZ

U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		ΡZ
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

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. U32C5302 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 corperation with a professional research agency. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. 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. Importance of the consumer market.	U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3		
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 coveration with a professional research agency. U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. 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.	Basic legislation on OS	H. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations	of the employee.	Risk		
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. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. 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. Implication in financial markets.	prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire					
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. U32C5302 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. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. 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. Implication of the consumer market.	protection. The law on the	protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.				
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 corperation with a professional research agency. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. ZK 3 U65C6301 Legal Aspects of Consumer Protection 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. Unit of the consumer market.	U16C5402 Design and Brand Management ZK 3					
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. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. ZK 3 U65C6301 Legal Aspects of Consumer Protection 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. Image: Utility of the consumer market.	U51C5401	Leadership and Employee Education	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. ZK 3 U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. ZK 3 U65C6301 Legal Aspects of Consumer Protection 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. Image: Consumer market.	The course deals with a	pproaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter	prises.			
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. 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.	U63C5302	Managerial Tools and Calculations	Z,ZK	6		
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independently and in cooperation with a professional research agency. U65C5301 Labor Law Labor relations - the creation, modification and termination, safety, collective bargaining. ZK U65C6301 Legal Aspects of Consumer Protection 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.	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 mo	ethod and technic	ue of solving		
U65C5301 Labor Law ZK 3 Labor relations - the creation, modification and termination, safety, collective bargaining. 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. Emphasizing the importance of the preventive tools for consumer protection and the cultivation of the consumer market.	problems from the used	procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign an	nd solve research	problems both		
Labor relations - the creation, modification and termination, safety, collective bargaining. U65C6301 Legal Aspects of Consumer Protection 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.	independently and in co	operation with a professional research agency.				
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. ZK 3	U65C5301	Labor Law	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.	Labor relations - the cre	ation, modification and termination, safety, collective bargaining.				
codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	U65C6301	Legal Aspects of Consumer Protection	ZK	3		
	Basic information on co	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing tl	he importance of		
LI63C5402 Business Data Processing 7.7K 6	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	Design of primary syste	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP meas	ures and dimens	ions design and		
implementation for decision making purposes and results reporting using pivot charts and tables.	implementation for deci	sion 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		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

Specializade						
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 entitie						
U16C6501	Commmunication and Managerial Skills	Z,ZK	6			
The aim of the course in	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 mana	gerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialc	gue and achiever	nent 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 focus	sed on manageria	l skills, students			
will acquire basic skills in	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired	skills in practice a	and get feedback			
on their actions.						
U16C6401	Online Marketing	Z,ZK	6			
The course deals with m	arketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course,	students will be ab	ole to understand			
the impact of technology	v 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 envi	ronment 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, understand	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 certifi	cation 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	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	Business Correspondence	ZK	3
The aim of the course t	o help students write better emails in English as emails are the most common form of written communication. It is aimed at in	termediate or upp	er-intermediate
level, and consists of se	ssions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices m	ore conventional	language areas,
such as fixed expression	ns, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective er	nails, express the	mselves 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
	corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses of		
background of this cond	ept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	orting standards.	It includes a link
between the CSR conc	ept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies a	nd practices cove	er case studies
of projects designed ab	road, 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	n-solving skills. T	hrough the
discussion and practica	I use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	d in the practice of	of reasoned
decision-making with th	e emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and	l language skills o	leveloped in this
course might be used a	cross the curriculum.		
U16E0102	Cross-Cultural Management	Z,ZK	6
Managing cultural diver	sity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from diffe	erent background	s in the business
world. Knowledge of cro	ss-cultural differences and their practical use increases the efficiency of interaction between representatives of different nationa	cultures and cou	ld be considered
	encies of a successful manager in the global environment. The course is open to students of all majors looking for deeper kno	wledge about how	v 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
	five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multi		
	r advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with interr	ational as well as	regional-specific
insights.			
U63E0101	Introduction to Game Theory	KZ	3
U04E0201	Networking in English	ZK	3
Focusing on the practic	al communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and stra	egies of effective	and appropriate
business communication	n, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of bu	siness contacts v	vith people who
might help with extension	on and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and g	rammar developi	nent, 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 mai	n rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies	in English. Stude	ents 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	se is aimed at inte	ermediate and
upper-intermediate leve	4.		
U16E0501	Talent Management	Z,ZK	6
	practical application of knowledge and basic skills of Talent Management as well as the development of personal competenci	es of each studer	nt in order to
improve individual self-	presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.		
	Section and to subject during the Recipiting Process and Employee / Employer deletion 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 of	o consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial marke	ts. Emphasizing th	ne importance of
codes of ethics as o	ne 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 for	rms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager f	face during busine	ss meetings,
presentations or even	ents.		
U16C6103	Globalization	ZK	2
	Clobalization		3
U63C0201	Macroeconomic Analysis	ZK	3
U63C0201 U16C6105			3
	Macroeconomic Analysis	ZK	3 3 3 3
U16C6105 U16C6102	Macroeconomic Analysis Enterpreunership and Business Plan	ZK ZK Z	3

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

U04L4502	Spanish Language 4-1	Z	3	0P+2C	L	J
Characteristics of	f the courses of this group of Study Plan: Code=4.S.BEK-JAZ OD 1	7/18 Name=I	BEK jazy	ky 4. sem	estr od 1	7/18
U04L4101	English Language 4			Z	,ZK	6
	for students of bachelor managerial studies. The course focuses on developing all four langu	-	-	-		-
S .	iding and orientation in a wide-range of topics in the students' respective professional and ace				g and improv	ing grammar.
All interconnected lang	guage skills are submitted to the goal of developing the required level needed for students' ac	cademic and prof	essional 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 langu	age skills at the	given level, i	i.e. reading, v	writing, spea	king and
	iding and orientation in a wide-range of topics in the students' respective professional and ace				g and improv	ing grammar.
	guage skills are submitted to the goal of developing the required level needed for students' ad	cademic and prof	essional life			
U04L4501	French Language 4-1				Z	3
	communicative skills of the students in the French language on the level A1 according to the	CEFR: speaking,	reading, list	tening and w	riting. It prov	ides an
introduction to sociocu	Itural 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 of	communicative skills of the students in the Portuguese language on the level A1 according to	the CEFR: speal	king, reading	g, listening a	nd writing.	
U04L4601	Russian Language 4-1				Z	3
U04L4502	Spanish Language 4-1				Z	3
The course is suitable	for bachelor students. The course develops all language skills in the Spanish language on th	e level A1 accord	ding to the C	EFR: speaki	ng, reading,	listening and
writing. Students will fa	amiliarise themselves with the basics of Spanish grammar and lexis for everyday situations. T	he course focuse	s on comm	unicative skil	ls. The cours	e is designed
EXCLUSIVELY for beg	jinners/ 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	Z	6	0P+4C		J
U04L3102	English Language 3-1	Z	3	0P+2C		J
U04L3501	French Language 3-1	Z	3	0P+2C		J
U04L3401	German Language 3-1	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1	Z	3	0P+2C		J
U04L3601	Russian Language 3-1	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1	Z	3	0P+2C		J

Characteristics of the courses of this group of Study Plan: Code=3.S.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 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 ar	nd improving gran	nmar. 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 gran	mar. The course	focuses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gran	nmar. All
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.		
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 0	, CEFR: speaking, r	eading, listening
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative	e skills. It is suitab	le for beginners.
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 G	CEFR: speaking, ı	eading, listening
and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skil	Is. 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	g, listening and
writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on commu	nicative skills. It is	suitable for
biginners/ 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: spe	eaking, reading, li	stening and
writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicati	ve skills. It is suita	ble for biginners/
false beginners.		-

U04L3502	Spanish Language 3-1	Z	3
The course is suitable	for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFF	: speaking, readir	ng, listening and
writing. Students will fa	miliarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communica	ative skills. The co	urse is designed
EXCLUSIVELY for beg	inners/ false heginners		

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

U77C0003	Ecology and Technology	Z,ZK	3
Environmental prot	ection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inl	ormation about th	e environment
and shifts in techni	cal 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 trans	sport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	inisation 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 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 pra	ctical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strateg	ies of effective and	appropriate
business communi	cation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of busir	ness contacts with	people who
might help with exte	ension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gra	mmar development	, teamwork
	and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to profession	nal work.	
U04E0202	Business Correspondence	ZK	3
The aim of the cou	rse to help students write better emails in English as emails are the most common form of written communication. It is aimed at inter	, mediate or upper-i	ntermediate
level, and consists of	of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	e conventional lang	uage areas
such as fixed expre	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emai	ls, express themse	lves clearly
-	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commi	unication	-

Students will adop	Presentation Skills	ZK	3
	t main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	-	
their own present	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	is aimed at interm	ediate and
110450004	upper-intermediate level.	71/	
U04E0204	Critical Thinking	ZK	3
	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problen practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved	-	-
	ith the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lai	-	
g	course might be used across the curriculum.		
U04L1101	English Language 1	Z	6
The course is s	uitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami	mar. The course fo	cuses on
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students professional lif	е.	
U04L2101	English Language 2	Z	6
	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		-
listeriirig, on under	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe		iy yrannar.
U04L3101	English Language 3	Z	6
	juitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami		-
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional lit	fe.	
U04L3102	English Language 3-1	Z	3
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grami		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and		mar. All
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li		-
U04L3401	German Language 3-1	Z	3
	ble for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEF ourse, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It		
and writing. In the c	students loster their knowledge of granimar and vocabulary for every day situations. The course locuses on communicative skills, it students.		litermetiate
U04L3501	French Language 3-1	7	3
	ble for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEF	R: speaking, readi	-
and writing. In the	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk	ills. It is suitable for	r beginners.
U04L3502	Spanish Language 3-1	Z	3
The course is suita	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	eaking, reading, li	stening and
writing. Students w	ill 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.	7	
U04L3503	Portuguese Language 3-1 able for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: sp	Z Caking roading lis	3
	will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communi		-
in ingretation	biginners/ false beginners		
U04L3601	Russian Language 3-1	Z	3
	Russian Language 3-1 itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea		-
The course is su	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s	aking, reading, liste	ening and
The course is su writing. Students w	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s false beginners	aking, reading, liste kills. It is suitable fo	ening and or biginners/
The course is su writing. Students w U04L4101	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s false beginners English Language 4	aking, reading, liste kills. It is suitable fo Z,ZK	ening and or biginners/
The course is su writing. Students w U04L4101 The course is su	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s false beginners English Language 4 itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	king, reading, liste kills. It is suitable fo Z,ZK ading, writing, spea	ening and or biginners/ 6 aking and
The course is su writing. Students w U04L4101 The course is su listening, on under	itable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: spea ill familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative s false beginners English Language 4 itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe	kills. It is suitable fo kills. It is suitable fo Z,ZK ading, writing, spea ening and improvir	ening and or biginners/ 6 aking and
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U16C3501	Human Resources Management	ZK	3
	ces 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, 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, 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, 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, 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		ng strategic
objectives	of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in	the market econor	ny.
U16C4401	Marketing applications	Z,ZK	6
The Marketing app	plication course is focused on the marketing communication issues. The course makes students familiar with every part of the commu	nication mix. Com	munication
cases will be prese	nted from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market	ting planning, STP	theory, and
	customer relationship management.		
U16C4501	Work Performance Management	Z,ZK	6
	sed on the development of managerial skills in performance management in the organization. Through lectures and seminars, students		-
policies and pra	ctices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor	mance manageme	ent in the
	organization.		
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
-	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation		
	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, En		eering. Fire
	ction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Tech		0
U16C5401	Marketing Research course student should be able to define a problem for a research project, to specify the goals and target group, to determine the meth	Z,ZK	6 of colving
	used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and s	-	-
	independently and in cooperation with a professional research agency.	solve research pro	
U16C5402	Design and Brand Management	ZK	3
U16C6101	Etiquette for Managers forms of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager fac	ZK e during business	3 meetings
	presentations or events.	e during business	meenings,
U16C6102	Presentation Skills	Z	3
	pt 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.		
U16C6103	Globalization	ZK	3
U16C6105		ZK	3
	Enterpreunership and Business Plan		
U16C6301	Quality Management	ZK	3
114000404		7 71/	-
U16C6401	Online Marketing	Z,ZK	6
	rith marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, stud		
	nology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Un e environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and eval		-
	stand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Di		
	students to obtain certification in the field of Internet marketing.	ghai ealage ; mi	
U16C6501	Communication and Managerial Skills	Z,ZK	6
	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	,	-
	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue		
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 skil	ls, students
will acquire basic sl	kills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skil	ls in practice and g	et feedback
	on their actions.		
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals v	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an	explanation of the	e theoretical
, e	concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporti	•	
between the CSR	concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	practices cover ca	ase studies
	of projects designed abroad, and in Czech conditions.		-
U16E0102	Cross-Cultural Management	Z,ZK	6
	diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different	-	
-	of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cul		
one of the core con	npetencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowle management practices in international companies as well as the cultural orientations of individual managers and organization me	-	lure snapes
			6
U16E0501	Talent Management [ned at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencie	Z,ZK	6 n order to
	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proce		
U51C2301		ZK	3
	Managerial Psychology aints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo		
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana	-	
	recognize and assess other people. Orderns will be introduced to the role of psychology in managenal practice and personner managenate p		
	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manag		
-	uces the principles of human development and psychological characteristics of selected developmental periods, personality psycholo		-
structure and dyna	amics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the	eir own behavior,	behavior of
	henomena around them with theoretical background and concepts of social psychology so that they can understand people's social b		-
	udents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe	-	
	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobb		out, etc.
U51C5401	Leadership and Employee Education	Z,ZK	6
	course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus		
U63C0201	Macroeconomic Analysis	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
U63C1401	Informatics	ZK	3

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		-
	he course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the re		
	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.		
U63C3201		ZK	3
U63C3301	Accounting	Z,ZK	6
	on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor		-
	records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater		0
U63C3401	Information Systems and Design	ZK	3
	, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy	1	
	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data m	odeling.	
U63C4101	Statistics 2	Z,ZK	6
The course deve	lops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	during the study S	tatistics I.
	to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the kill	a 1	
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	ntitative and
	qualitative data files.		1
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 a stranger of using its tools of expansion and and approximately of using its tools of expansion and and approximately of using its tools of expansion and and approximately of using its tools of expansion and expan		-
-	at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous	-	
U63C4302	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
	aced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise	-	
	maximize wealth for shareholders.		et value allu
U63C4303	Accounting in the Czech Republic	Z,ZK	6
00004000	Module is focused on the financial reporting according to currently valid Czech accounting legislature.	2,213	0
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 select		-
	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 a	in advanced marke	et economy.
Definition of the cat	egory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions.		n the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc		
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	es and dimensions	design and
110000004	implementation for decision making purposes and results reporting using pivot charts and tables.	7 71	
U63C6301	and an the insure of the entire tax system in the Creek Depublic with a fearer on evaluations direct and indirect taxes and their approxim	Z,ZK	6
	ed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation		
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 o	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E	Emphasizing the im	portance of
117700004	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	71/	
U77C0001	Basics of Engineering Production	ZK	3
U77C0002	Transport Technology	ZK	3
	sport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa		
	gic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v		
U77C0003	Ecology and Technology tection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inform	Z,ZK	3
	and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (INTOTITIETI
U77C0004	Engineering Materials	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0006	,	Z,ZK	
U77C0008	Artificial Intelligence Selected Industrial Technologies A		3
	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
	ed in five full-day lectures involving an international group of guest lecturers and supported by the Visegrad Funds, will take a multidisc		
and developing part	icular advanced topics relevant for business. This will be addressed from a Central-European view-point, providing students with internation insights.	anai as well as regi	unai-specific
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0201	Selected Business Management Issues A-1 Selected Business Management Issues A-2	ZK	6
	ociolica Dusiness management issues A-2		

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 <u>http://bilakniha.cvut.cz/en/FF.html</u> Generated: day 2025-07-05, time 23:39.