Study plan

Name of study plan: B-EM-P prezen ní studium od 18/19

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

Required credits: 162 Elective courses credits: 18 Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 102

The role of the block: Z

Code of the group: 1.S.BEM OD 18/19

Name of the group: 1.S. Ekonomika a management povinné p edm ty od 18/19 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
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	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEM OD 18/19 Name=1.S. Ekonomika a management povinné p edm ty od 18/19

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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.EM OD 18/19

Name of the group: 2.s. Ekonomika a management od 18/19 povinné p edm ty Requirement credits in the group: In this group you have to gain 24 credits

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

Credits in the group: 24

Note on the group:

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Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C2301	Logistics Michal Mervart Michal Mervart	ZK	3	2P+0C	L	Z
U16C2401	Marketing	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2	Z,ZK	6	2P+2C	L	Z

TV2	Physical Education	Z	0	0+2	L	Z
U63C3301	Accounting Theodor Beran Theodor Beran	Z,ZK	6	2P+2C		Z
U16C2202	Project Management Basics Petr Fanta Petr Fanta	Z,ZK	3	1P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=2.S.EM OD 18/19 Name=2.s. Ekonomika a management od 18/19 povinné p edm ty

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U16C2301	Logistics	ZK	3				
U16C2401	Marketing	Z,ZK	6				
The Marketing course r	nakes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	rketing research,	marketing mix				
and the application there	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	ediate distribution				
links, marketing distribu	tion systems, marketing communications and new trends in marketing.						
U63C2101	Mathematics 2	Z,ZK	6				
TV2	Physical Education	Z	0				
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.							
U16C2202	Project Management Basics	Z,ZK	3				
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Code of the group: 3.S.EM OD 18/19

Name of the group: 3. semestr Ekonomika a management od 18/19 povinné p edm ty

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 6 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
U51C2301	Managerial Psychology	ZK	3	1P+1C	L	Z
U63C3201		ZK	3	2P+0C	Z	Z
U65C3301	Law	ZK	3	2P+0C		Z
U16C3501	Human Resources Management	ZK	3	2P+0C	Z	Z
U63C3101	Statistics 1	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=3.S.EM OD 18/19 Name=3. semestr Ekonomika a management od 18/19 povinné p edm ty

U63C3401	Information Systems and Design	ZK	3					
Fundamental terms, in	Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information							
system development,	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.							
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.

U63C3201		ZK	3
U65C3301	Law	ZK	3
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Following the initial lectures on the Czech legal system and its constitutional foundations the course "Law" will focus on private and corporate law, and other fields of law. This introduction to law shall form the basic pillar of legal knowledge of MUVS students.

U16C3501 | Human Resources Management | ZK | 3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic

objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.

U63C3101 | Statistics 1 | Z,ZK | 6

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

Code of the group: 4.S. EM OD18/19

Name of the group: 4. semestr Ekonomika a management od 18/19 povinné p edm ty

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
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
U00C4104	Fundamentals of Thesis	Z	3	2P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD18/19 Name=4. semestr Ekonomika a management od 18/19 povinné p edm ty

U63C4201	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	erlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon a	nd problems of n	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	monetary 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 ar	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 ente	rprise, increase m	arket value and					
maximize wealth for sha	areholders.							
U63C4101	Statistics 2	Z,ZK	6					
The course develops or	the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	d 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.								
U00C4104	Fundamentals of Thesis	7	3					

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

Name of the group: 5. semestr Ekonomika a management 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
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. EM OD 18/19 Name=5. semestr Ekonomika a management od 18/19 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3					
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy.								
Definition of the categor	y "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	financial institution	ns in the current					
market system. Tax syst	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.							
U63C5101	Operational Research	Z.ZK	6					

Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.

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

Name of the group: 6. semestr Ekonomika a management 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
U16C6302	Quality Management	ZK	3	2P+0C	L	Z

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

U00C6101	Bachelor Thesis	Z	6				
U16C6302	Quality Management	ZK	3				
The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also							

The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also contains examples of practical use of quality systems.

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 42

The role of the block: PV

Code of the group: BEM-T OD 18/19

Name of the group: Ekonomika a management technické p edm ty od 18/19

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:

Name of the accuracy Name of the group of accuracy					
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	PV
U77C0004 Engineering Materials	ZK	3	2P+0C	Z	PV
U77C0002 Transport Technology Michal Mervart	ZK	3	2P+0C	L,Z	PV
U77C0006 Artificial Intelligence	Z,ZK	3	1P+1C	*	PV
U77C0008 Introduction to Cyber Security and Information Security	ZK	3	2P+0C		PV
U77C0005 Selected Industrial Technologies	ZK	3	2P+0C	*	PV
U77C0007 Selected Industrial Technologies A	ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=BEM-T OD 18/19 Name=Ekonomika a management technické p edm ty od 18/19

U77C0003	Ecology and Technology	Z,ZK	3
Environmental prote	ction and sustainable development and their development since 1990 and current sustainability problems, trends, sources of in	formation about th	e environment
and shifts in technic	al 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	oort technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orga	anisation of traffic	in each transport
mode, technologic fa	actors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using	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

Code of the group: 4.S. EM OD 18/19 SP

Name of the group: 4. semestr Ekonomika a management od 18/19 oborové zam ení

Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6

Note on the group:

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Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C4401	Management Informatics	Z,ZK	6	0P+4C		PV

U16C4401	Marketing applications	Z,ZK	6	2P+2C	PV
U16C4501	Work Performance Management	Z,ZK	6	2P+2C	PV
U63C4303	Accounting in the Czech Republic Theodor Beran	Z,ZK	6	2P+2C	PV

Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD 18/19 SP Name=4. semestr Ekonomika a management od 18/19 oborové zam ení

U63C4401	Management Informatics	Z,ZK	6					
U16C4401	Marketing applications	Z,ZK	6					
The Marketing applicati	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 m	customer relationship management.							
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	lents will learn eff	ective 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+6.S. EM OD18/19 SP

independently and in cooperation with a professional research agency.

Name of the group: 5. + 6. semestr Ekonomika a management od 18/19 oborové zam ení

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 at least 3 courses (at most 4)

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
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3	2P+0C		PV
U63C6301		Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management	ZK	3	2P+0C		PV
U16C6501	Commmunication and Managerial Skills	Z,ZK	6	2P+2C		PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
U16C5401	Marketing Research	Z,ZK	6	2P+2C	*	PV
U16C6401	Online Marketing	Z,ZK	6	2P+2C	L	PV
U65C5301	Labor Law	ZK	3	2P+0C		PV
U65C6301	Legal Aspects of Consumer Protection	ZK	3	2P+0C		PV
U63C6401	Theodor Beran	Z,ZK	6	2P+2C	L	PV
U63C5402	Business Data Processing	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM OD18/19 SP Name=5. + 6. semestr Ekonomika a management od 18/19 oborové zam ení

U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3				
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk							
prevention.Training of	staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS,	Environmental En	ngineering. Fire				
protection. The law on	the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equi	pment.					
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	ation with a focus	on legal entities.				
U16C5402	Design and Brand Management	ZK	3				
U16C6501	Commmunication 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 manage	erial skills related t	o the successful				
implementation of ma	nagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialo	gue and achieven	nent of goals, as				
well as acquire the sk	lls of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focus	ed on managerial	l skills, students				
	in 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.							
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 enterpretation of the theory and practice of contemporary industrial enterpretation.	prises.					
U63C5302	Managerial Tools and Calculations	Z,ZK	6				
U16C5401	Marketing Research	Z,ZK	6				
At the end of the cour	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

U16C6401	Online Marketing	Z,ZK	6				
The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand							
the impact of technology	y 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	ironment 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	I the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforn	n "Digital Garage"	, which will allow				
students to obtain certifi	ication in the field of Internet marketing.						
U65C5301	Labor Law	ZK	3				
Labor relations - the cre	ation, modification and termination, safety, collective bargaining.		·				
U65C6301	Legal Aspects of Consumer Protection	ZK	3				
Basic information on col	nsumer 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 one of	of the preventive tools for consumer protection and the cultivation of the consumer market.						
U63C6401		Z,ZK	6				
U63C5402	Business Data Processing	Z,ZK	6				
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and							
implementation for decision making purposes and results reporting using pivot charts and tables.							

Code of the group: 5+6.S.EM 18/19 PVE

Name of the group: 5. + 6. semestr Ekonomika a management od 18/19 povin volitelné p edm ty v AJ 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 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
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
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
U16E0110	International Business Life	Z,ZK	3	1P+1C		PV
U16E0104	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
U63E0101	Introduction to Game Theory	KZ	3	0P+2C		PV
U04E0201	Networking in English	ZK	3	0P+2C	Z,L	PV
U16E0105	Political Economy of International Trade Relations	Z,ZK	6	2P+2C	L	PV
U04E0203	Presentation Skills	ZK	3	0P+2C	Z,L	PV
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3	1P+1C		PV
U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		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=5+6.S.EM 18/19 PVE Name=5. + 6. semestr Ekonomika a management od 18/19 povin volitelné p edm ty v AJ

od 18/19 povin v	oliteine p edm ty v AJ							
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 se	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 expression	ons, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e	mails, 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					
The subject deals with	corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses of	n an explanation	of the theoretical					
background of this con-	cept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	porting standards.	It includes a link					
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies								
of projects designed abroad, and in Czech conditions.								
U04E0204	Critical Thinking	ZK	3					
The primary objective of	of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	m-solving skills T	hrough the					

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

U16E0102	Cross-cultural Management	Z,ZK	6
Managing cultural di	versity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from	different background	s in the business
world. Knowledge of	cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different nat	ional cultures and cou	ld be considered
one of the core com	petencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper	knowledge about ho	w culture shapes
management praction	es in international companies as well as the cultural orientations of individual managers and organization members.		
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able	e to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to devel	op a business plan (to	select and use
relevant information	and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
U16E0110	International Business Life	Z,ZK	3
The course looks at	various cases encountered in international business to give participants examples of real-life situations, help them understa	nd what they may be	confronted with
and train them to fin	d appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinatior	s of factors which ma	y threaten the
success of internation	onal projects, linked both to technical or interpersonal problems.		
U16E0104	International Trade and Finance	Z,ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U04E0201	Networking in English	ZK	3
Focusing on the pract	ctical 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 communic	ation, interaction and behaviour in typical networking situations (personal branding, creation and management of a network	of business contacts	with people who
might help with exte	nsion and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary a	and grammar develop	ment, teamwork,
and individual feedb	ack. Practical language skills will be systematically developed in contexts and situations relevant to professional work.		
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the cour	se, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Se	veral topics dealing w	ith the economic
policy will be discuss	ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Bala	nce of Payment analy	sis, emphasising
the good and servic	e transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the	important section of	International
political economy (IF	PE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as o	diverse development :	strategies, the
role of multinational	corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of in	ternational trade will I	oe analyzed.
U04E0203	Presentation Skills	ZK	3
Students will adopt i	nain rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strate	egies in English. Stud	ents will develop
their own presentation	on skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The	course is aimed at int	ermediate and
upper-intermediate l	evel.		
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
U63E0201	Social Determinants of Global Business	ZK	3
Anotation: The cours	e introduces students of technical university to the social determinants of international business. It does that predominantly	by comparing physica	al, institutional
and social environm	ent of individual countries and key regions of world economy. Students get to know about different religions and cultures, ne	cessary for doing bus	iness in diverse
societies as well as i	ndexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Semi	nars help to improve o	on the knowledge
in the form of discus	sions based on individual readings.		
U16E0501	Talent Management	Z,ZK	6
The course is aimed	at practical application of knowledge and basic skills of Talent Management as well as the development of personal competence of the compe	encies of each stude	nt in order to
improve individual s	elf-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			
U00EUZU4	Selected Business Management Issues B-2	ZK	3

Code of the group: 6.S.EM18/19 PVP

Foreign Experience

Employee Selection Process

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

Requirement credits in the group:

Requirement courses in the group:

Credits in the group: 0 Note on the group:

U88E0205

U16C0501

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
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
U16C6102	Presentation Skills	7	3	0P+2C		PV

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24C

6

Characteristics of the courses of this group of Study Plan: Code=6.S.EM18/19 PVP Name=6. semestr Ekonomika a management od 18/19 povinn volitelné p edm ty

U16C6101	Etiquette for Managers	ZK	3
Introduction to all forms	of social intercourse, correct resolution of social situations and rules of manners in different situations, which can manager f	ace during busine	ss meetings,
presentations or events.			
U16C6103	Globalization	ZK	3

U63C0201	Macroeconomic Analysis	ZK	3		
U16C6105	Enterpreunership and Business Plan	ZK	3		
U16C6102	Presentation Skills	Z	3		
Students will adopt mai	n rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop t	heir own presenta	ition skills in		
practical exercises. The	practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.				
U16C0501	J16C0501 Employee Selection Process Z 3				

Name of the block: Jazyky

Minimal number of credits of the block: 18

The role of the block: J

Code of the group: 1.S.BEM-J OD 18/19

Name of the group: 1.S. Ekonomika a management jazyky od 18/19 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
U04L1111	English Language 1	Z	6	0P+4C	Z	J
U04L1101	English Language 1	Z	6	0P+4C	Z	J

Characteristics of the courses of this group of Study Plan: Code=1.S.BEM-J OD 18/19 Name=1.S. Ekonomika a management jazyky od 18/19

U04L1111	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 sk	lls - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	ımar. All
interconnected language	e skills are submitted to the goal of developing the required level needed for students'professional life.		

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

Code of the group: 2.S.EM OD 18/19 JAZ

English Language 1

Name of the group: 2.s. Ekonomika a management od 18/19 cizí jazyk 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:

U04L1101

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
U04L2111	English Language 2	Z	6	0P+4C	L	J
U04L2101	English Language 2	Z	6	0P+4C	L	J

Characteristics of the courses of this group of Study Plan: Code=2.S.EM OD 18/19 JAZ Name=2.s. Ekonomika a management od 18/19 cizí jazyk

U04L2111	English Language 2	Z	6
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	eading, writing, sp	eaking 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	igthening and imp	roving grammar.
All interconnected langu	age skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
U04L2101	English Language 2	Z	6

The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and accedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

Code of the group: 4.S. EM OD 18/19 J

Name of the group: 4. semestr Ekonomika a management od 18/19 jazyky 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 the courses of this group of Study Plan: Code=4.S. EM OD 18/19 J Name=4. semestr Ekonomika a management od 18/19 jazyky

18/19 jazyky			
U04L4101	English Language 4	Z,ZK	6
The course is suitabl	e for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spo	eaking and
	nding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stren	gthening and impr	roving grammar.
	guage skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
U04L4102	English Language 4-1	Z,ZK	3
The course is suitabl	e for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. re	ading, writing, spe	eaking and
listening, on understa	nding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stren	gthening and impr	roving grammar.
All interconnected lar	guage skills are submitted to the goal of developing the required level needed for students' academic and professional life.		
U04L4501	French Language 4-1	Z	3
The course develops	communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	g and writing. It pr	ovides an
introduction to socioo	ultural aspects of present-day France and French-speaking world.		
U04L4401	German Language 4-1	Z	3
U04L4503	Portuguese language 4-1	Z	3
The course develops	communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, list	ening and writing.	
U04L4601	Russian Language 4-1	Z	3
U04L4502	Spanish Language 4-1	Z	3
The course is suitabl	e for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR	: speaking, readin	g, listening and
writing. Students will	familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communica	tive skills. The cou	urse is designed
EXCLUSIVELY for be	ginners/ false beginners.		

List of courses of this pass:

Code	Name of the course	Completion	Credits
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4104	Fundamentals of Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6
U04E0201	Networking in English	ZK	3
Focusing on the pra	actical 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 communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people			
might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwo			
ı	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 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.

and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication

U04E0203 Presentation Skills ZK 3

Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.

U04E0204 Critical Thinking ZK 3

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

U04L1101	English Language 1	Z	6
	itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramn		
developing lan	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening are		mmar. All
U04L1111	interconnected language skills are submitted to the goal of developing the required level needed for students professional life	Z	6
	English Language 1 itable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramn		-
	guage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar		
	interconnected language skills are submitted to the goal of developing the required level needed for students professional life		
U04L2101	English Language 2	Z	6
	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ding, writing, sp	eaking and
listening, on under	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe	ning and improv	ing grammar.
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		
U04L2111	English Language 2	Z	6
	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 All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	•	ing grammar.
			6
U04L4101	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	Z,ZK	6
	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		
•	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		ing grannian
U04L4102	English Language 4-1	Z.ZK	3
The course is su	itable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	,	_
listening, on under	standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe	ning and improv	ing grammar
	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes	sional life.	
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course dev	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening	and writing. It p	rovides an
	introduction to sociocultural aspects of present-day France and French-speaking world.		
U04L4502	Spanish Language 4-1	Z	3
	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: specific processes the students of the course develops all language skills in the Spanish language on the level A1 according to the CEFR: specific processes and the course develops all language skills in the Spanish language on the level A1 according to the CEFR: specific processes are considered as the course develops all language skills in the Spanish language on the level A1 according to the CEFR: specific processes are considered as the course develops all language skills in the Spanish language on the level A1 according to the CEFR: specific processes are considered as the course of the c		
writing. Students w	ill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative	skills. The cours	e is designed
11041 4500	EXCLUSIVELY for beginners/ false beginners.		1 0
U04L4503	Portuguese language 4-1	Z	3
	develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading		
U04L4601	Russian Language 4-1	Z	3
U16C0501	Employee Selection Process	Z	3
U16C1101	Principles of Management	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing co	urea makas tha students familiar with same hasis concents, such as marketing and husiness strategies, market cogmentation, market		
	urse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, market	ing research, m	-
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ	ing research, m	-
	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ links, marketing distribution systems, marketing communications and new trends in marketing.	ing research, m es of intermedia	ite distribution
U16C3501	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management	ing research, m es of intermedia ZK	ate distribution
U16C3501 The course introdu	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management ces modern principles and practices of human resource management in the organization, explains the key role of human resource management.	ing research, mes of intermedia ZK gement in achie	ate distribution 3 eving strategic
U16C3501 The course introdu	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management ces modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the	ing research, mes of intermedia ZK gement in achie he market econ	3 eving strategic omy.
U16C3501 The course introdu objectives U16C4401	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, typ links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management ces modern principles and practices of human resource management in the organization, explains the key role of human resource management.	ing research, mes of intermedia ZK sgement in achie he market econ Z,ZK	3 eving strategic omy.
U16C3501 The course introdu objectives U16C4401 The Marketing ap	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Des modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the strain of the organization applications.	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK Inication mix. Co	3 eving strategic omy. 6 mmunication
U16C3501 The course introdu objectives U16C4401 The Marketing ap	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management bees modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the marketing applications Marketing applications blication course is focused on the marketing communication issues. The course makes students familiar with every part of the communication issues.	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK Inication mix. Co	3 eving strategic omy. 6 mmunication
U16C3501 The course introdu objectives U16C4401 The Marketing ap	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Des modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the marketing applications Marketing applications Dication course is focused on the marketing communication issues. The course makes students familiar with every part of the communication the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK Inication mix. Co	3 eving strategic omy. 6 mmunication
U16C3501 The course introdu objectives U16C4401 The Marketing ap cases will be prese	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Des modern principles and practices of human resource management in the organization, explains the key role of human resource management of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in tomarketing applications Marketing applications Dilication course is focused on the marketing communication issues. The course makes students familiar with every part of the communited from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market customer relationship management.	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK nication mix. Co ng planning, ST Z,ZK	3 eving strategic omy. 6 mmunication P theory, and
U16C3501 The course introdu objectives U16C4401 The Marketing ap cases will be prese U16C4501 The course is focus	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Designed modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Marketing applications Dilication course is focused on the marketing communication issues. The course makes students familiar with every part of the communited from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market customer relationship management. Work Performance Management Work Performance Management in the organization. Through lectures and seminars, students ctices for efficient performance management in the organization and the main tasks of managers in various activities related to performance.	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK nication mix. Co ng planning, ST Z,ZK will learn effect	3 eving strategic omy. 6 mmunication P theory, and 6 ive strategies
U16C3501 The course introdu objectives U16C4401 The Marketing appeases will be presecuted U16C4501 The course is focus policies and pra	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Design modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Marketing applications Dilication course is focused on the marketing communication issues. The course makes students familiar with every part of the communited from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market customer relationship management. Work Performance Management Work Performance Management in the organization. Through lectures and seminars, students organization.	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK nication mix. Co ng planning, ST Z,ZK will learn effect mance manager	3 eving strategic omy. 6 mmunication P theory, and ive strategies ment in the
U16C3501 The course introdu objectives U16C4401 The Marketing ap cases will be prese U16C4501 The course is focus policies and pra	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type links, marketing distribution systems, marketing communications and new trends in marketing. Human Resources Management Design modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the Marketing applications Dilication course is focused on the marketing communication issues. The course makes students familiar with every part of the communited from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, market customer relationship management. Work Performance Management Work Performance Management in the organization. Through lectures and seminars, students crices for efficient performance management in the organization and the main tasks of managers in various activities related to perform organization. Workplace Health, Safety and Fire Prevention	ing research, mes of intermedia ZK Igement in achie he market econ Z,ZK nication mix. Co ng planning, ST Z,ZK will learn effect nance manager	3 aving strategic omy. 6 mmunication P theory, and five strategies ment in the
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orld. Knowledge of cross the of the core competer ma U16E0103 tudents will be able to competer			_
U16E0103 U16E0103		l could be con	nsider
U16E0103 tudents will be able to c	cies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge abou	t how culture	shap
tudents will be able to c	inagement practices in international companies as well as the cultural orientations of individual managers and organization members. Entrepreneurship and Business Plan Z,;	7K	6
	haracterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business pla		-
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	(
U16E0104	International Trade and Finance Z,2		6
U16E0105	Political Economy of International Trade Relations Z,2	ZK	6
•	n interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealin External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment a	•	
	rus cases encountered in international business to give participants examples of real-life situations, help them understand what they may propriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which	=	
U16E0111	success of international projects, linked both to technical or interpersonal problems. Principles of Business Negotiations and Etiquette Z,;	ZK	3
U16E0501		ZK	6
	practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each		_
	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.		
U51C2301	Managerial Psychology Z	K	3
	th the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern met		-
_	ize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. I onality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the per-	-	
	ortance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial func	, ,	
sychology introduces the	ne principles of human development and psychological characteristics of selected developmental periods, personality psychology will for	cus on clarifyi	ing th
•	of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own b Hena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior r		
•	s will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in c	•	
•	oint out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, boss		
U51C5401	• • • • • • • • • • • • • • • • • • • •	ZK	6
	deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enter		
U63C0201	Macroeconomic Analysis Z		3
U63C1101	Mathematics 1 Z,		6
U63C1301	Business Economics Z,		6
U63C1401 U63C2101		K	<u>3</u>
U63C2101 U63C3101	Mathematics 2 Z,i Statistics 1 Z,i		6
	ر. ے Statistics I rified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher		_
<u>-</u>	rse of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required qua	_	_
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 practice	es within the	topics
110000004	listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.	IZ T	
U63C3201		K	3
U63C3301	Accounting Z,; e method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simple		6

U63C3401	Information Systems and Design	ZK	3
Fundamental terms	i, information systems architecture, basic types of software applications for information system of enterprise, information system lifecyc system development, business process modeling using BPMN, UML and others, information system modeling - UML and data mo		o information
U63C4101	Statistics 2		6
	Statistics 2 	Z,ZK Juring the study !	_
	to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the kn		
	After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowled		
	qualitative data files.		
U63C4201	Macroeconomics	ZK	3
Subject introduces	students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived fr	om basic econor	nic schools.
	e overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and p		=
	at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous n		
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 enterpris	-	
ciripinasis will be pi	maximize wealth for shareholders.	c, morease man	ot value and
U63C4303	Accounting in the Czech Republic	Z,ZK	6
0000 1000	Module is focused on the financial reporting according to currently valid Czech accounting legislature.	_,,	1
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	•	1
	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 ar	n advanced mark	et economy.
Definition of the cat	egory "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 calcu		
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary	system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures implementation for decision making purposes and results reporting using pivot charts and tables.	and dimensions	s design and
U63C6301	implementation of decision making purposes and results reporting using pivot charts and tables.	7 71/	6
	I An on the issue of the entire tay system in the Czech Republic with a focus on explaining direct and indirect tayes and their operation	Z,ZK	6 egal entities
The course is focus	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	with a focus on l	egal entities.
The course is focus U63C6401		with a focus on I	egal entities.
The course is focus U63C6401 U63E0101	Introduction to Game Theory	with a focus on I Z,ZK KZ	egal entities. 6 3
The course is focus U63C6401 U63E0101 U63E0201	Introduction to Game Theory Social Determinants of Global Business	with a focus on IZ,ZK KZ ZK	egal entities. 6 3 3
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