

# Study plan

## Name of study plan: B-EM-P prezen ní studium od 19/20

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: 168

Elective courses credits: 12

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 19/20

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 19/20

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, <b>authors</b> and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C1401	<b>Informatics</b>	ZK	3	0P+2C	Z	z
U63C1101	<b>Mathematics 1</b>	Z,ZK	6	2P+2C		z
U63C1301	<b>Business Economics</b>	Z,ZK	6	2P+2C		z
TV1	<b>Physical Education</b>	Z	0	0+2	Z	z
U16C1101	<b>Principles of Management</b> <i>Old ich Bronec Old ich Bronec</i>	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=1.S.BEM OD 19/20 Name=1.s. Ekonomika a management povinné p edm ty od 19/20

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.BEM OD 19/20

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 19/20

Requirement credits in the group: In this group you have to gain 24 credits

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

Credits in the group: 24

Note on the group:

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

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

**Characteristics of the courses of this group of Study Plan: Code=2.S.BEM OD 19/20 Name=2.s. Ekonomika a management povinné p edm ty od 19/20**

U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
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

**Code of the group: 3.S.EM OD 19/20**

**Name of the group: 3. semestr Ekonomika a management od 19/20 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U63C3401	<b>Information Systems and Design</b>	ZK	3	1P+1C	Z	z
U51C2301	<b>Managerial Psychology</b>	ZK	3	1P+1C	L	z
U63C3201		ZK	3	2P+0C	Z	z
U65C3301	<b>Law</b>	ZK	3	2P+0C		z
U16C3501	<b>Human Resources Management</b>	ZK	3	2P+0C	Z	z
U63C3101	<b>Statistics 1</b>	Z,ZK	6	2P+2C		z

**Characteristics of the courses of this group of Study Plan: Code=3.S.EM OD 19/20 Name=3. semestr Ekonomika a management od 19/20 povinné p edm ty**

U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
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
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 OD 19/20**

Name of the group: 4. semestr Ekonomika a management od 19/20 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) <i>Tutors, authors and guarantors (gar.)</i>	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 OD 19/20 Name=4. semestr Ekonomika a management od 19/20 povinné p edm ty

U63C4201	Macroeconomics	ZK	3
Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
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.			
U00C4104	Fundamentals of Thesis	Z	3

Code of the group: 5.S. EM OD 19/20

Name of the group: 5. semestr Ekonomika a management od 19/20 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) <i>Tutors, authors and guarantors (gar.)</i>	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 19/20 Name=5. semestr Ekonomika a management od 19/20 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 category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
U63C5101	Operational Research	Z,ZK	6
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.			

Code of the group: 6.S. EM OD 19/20

Name of the group: 6. semestr Ekonomika a management od 19/20

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) <i>Tutors, authors and guarantors (gar.)</i>	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 19/20 Name=6. semestr Ekonomika a management od 19/20

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 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 19/20

Name of the group: Ekonomika a management technické p edm ty od 19/20

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

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U77C0003	Ecology and Technology	Z,ZK	3	1P+1C	Z	PV
U77C0004	Engineering Materials	ZK	3	2P+0C	Z	PV
U77C0002	Transport Technology <i>Michal Mervart</i>	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 19/20 Name=Ekonomika a management technické p edm ty od 19/20

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

Code of the group: 4.S. EM OD 19/20 SP

Name of the group: 4. semestr Ekonomika a management od 19/20 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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U63C6301		Z,ZK	6	2P+2C		PV

U63C4401	Management Informatics	Z,ZK	6	0P+4C		PV
U63C4403	Management Informatics - Microsoft 365	ZK	6	0P+4C		PV
U16C4401	Marketing applications	Z,ZK	6	2P+2C		PV
U16C4501	Work Performance Management	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=4.S. EM OD 19/20 SP Name=4. semestr Ekonomika a management od 19/20 oborové zam ení**

U63C6301		Z,ZK	6	The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.		
U63C4401	Management Informatics	Z,ZK	6			
U63C4403	Management Informatics - Microsoft 365	ZK	6			
U16C4401	Marketing applications	Z,ZK	6	The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.		
U16C4501	Work Performance Management	Z,ZK	6	The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.		

**Code of the group: 5+6.S. EM OD19/20**

**Name of the group: 5.+ 6. semestr Ekonomika a management od 19/20 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U16C5302	Workplace Health, Safety and 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	Communication and Managerial Skills	Z,ZK	6	2P+2C		PV
U51C5401	Leadership and Employee Education	Z,ZK	6	2P+2C		PV
U63C5404	Business Informatics - Database Systems	ZK	6	0P+4C		PV
U63C5403	Business Informatics - Project Management	ZK	6	0P+4C		PV
U63C6403	Management Informatics - web design, ERP	ZK	6	0P+4C		PV
U63C5302	Managerial Tools and Calculations <i>Theodor Beran</i>	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
U63C4303	Accounting in the Czech Republic <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
U63C6401	<i>Theodor Beran</i>	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 OD19/20 Name=5.+ 6. semestr Ekonomika a management od 19/20 oborové zam ení**

U63C6301		Z,ZK	6	The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.		
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3	Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.		
U16C5402	Design and Brand Management	ZK	3			

U16C6501	Communication and Managerial Skills	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
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.			
U63C5404	Business Informatics - Database Systems	ZK	6
U63C5403	Business Informatics - Project Management	ZK	6
U63C6403	Management Informatics - web design, ERP	ZK	6
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.			
U16C6401	Online Marketing	Z,ZK	6
The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow students to obtain certification in the field of Internet marketing.			
U65C5301	Labor Law	ZK	3
Labor relations - the creation, modification and termination, safety, collective bargaining.			
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			
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 19/20

Name of the group: 5.+ 6.s. Ekonomika a management od 19/20 povinn volitelné p edm ty v AJ

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 at least 2 courses ( at most 3)

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
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
U04E0208	English for Intercultural Communication	Z	6	0P+4C		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 <i>Old ich Bronec</i>	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	<b>Selected Business Management Issues B-1</b>	ZK	3	0P+2C	Z,L	PV
U88E0204	<b>Selected Business Management Issues B-2</b>	ZK	3	0P+2C	Z,L	PV
U88E0205	<b>Foreign Experience</b>	Z	6	0P+4C		PV

**Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 19/20 Name=5.+ 6.s. Ekonomika a management od 19/20 povinn volitelné 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 sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
U04E0204	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
U16E0102	Cross-cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U04E0208	English for Intercultural Communication	Z	6
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop 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 understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the success of international 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 practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as 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 international trade will be analyzed.			
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.			
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
U63E0201	Social Determinants of Global Business	ZK	3
Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions 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 competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
U88E0201	Selected Business Management Issues A-1	ZK	6
U88E0202	Selected Business Management Issues A-2	ZK	6
U88E0203	Selected Business Management Issues B-1	ZK	3
U88E0204	Selected Business Management Issues B-2	ZK	3
U88E0205	Foreign Experience	Z	6

Name of the block: Jazyky

Minimal number of credits of the block: 24

The role of the block: J

Code of the group: 3.S. EM OD 19/20 J

Name of the group: 3. semestr Ekonomika a management od 19/20 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: 3.S. EM OD 18/19 J #

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
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. EM OD 19/20 J Name=3. semestr Ekonomika a management od 19/20 jazyky

U04L3101	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3102	English Language 3-1	Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3501	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			
U04L3401	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
U04L3601	Russian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
U04L3502	Spanish Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			

Code of the group: 1.S.BEM-J OD 19/20

Name of the group: 1.s. Ekonomika a management jazyky od 19/20

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) <i>Tutors, authors and guarantors (gar.)</i>	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 19/20 Name=1.s. Ekonomika a management jazyky od 19/20



U04L1111	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			

Code of the group: 2.S.BEM-J OD 19/20

Name of the group: 2.s. Ekonomika a management jazyky od 19/20

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) <i>Tutors, authors and guarantors (gar.)</i>	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.BEM-J OD 19/20 Name=2.s. Ekonomika a management jazyky od 19/20**

U04L2111	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 acedemic 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.			
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 acedemic 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 19/20 J

Name of the group: 4. semestr Ekonomika a management od 19/20 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) <i>Tutors, authors and guarantors (gar.)</i>	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 19/20 J Name=4. semestr Ekonomika a management od 19/20 jazyky**

U04L4101	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4102	English Language 4-1	Z,ZK	3
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
U04L4401	German Language 4-1	Z	3

U04L4503	Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.			
U04L4601	Russian Language 4-1	Z	3
U04L4502	Spanish Language 4-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			

## List of courses of this pass:

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 practical communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strategies of effective and appropriate business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business contacts with people who might help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and grammar development, teamwork, and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professional work.			
U04E0202	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
U04E0203	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
U04E0204	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
U04E0208	English for Intercultural Communication	Z	6
U04L1101	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L1111	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students'professional life.			
U04L2101	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L2111	English Language 2	Z	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L3101	English Language 3	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3102	English Language 3-1	Z	3
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
U04L3401	German Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.			
U04L3501	French Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.			

U04L3502	Spanish Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			
U04L3503	Portuguese Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
U04L3601	Russian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Russian grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for beginners/ false beginners..			
U04L4101	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4102	English Language 4-1	Z,ZK	3
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
U04L4502	Spanish Language 4-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			
U04L4503	Portuguese language 4-1	Z	3
The course develops communicative skills of the students in the Portuguese language on the level A1 according to the CEFR: speaking, reading, listening and writing.			
U04L4601	Russian Language 4-1	Z	3
U16C1101	Principles of Management	Z,ZK	6
U16C2202	Project Management Basics	Z,ZK	3
U16C2301	Logistics	ZK	3
U16C2401	Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix and the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, types of intermediate distribution links, marketing distribution systems, marketing communications and new trends in marketing.			
U16C3501	Human Resources Management	ZK	3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.			
U16C4401	Marketing applications	Z,ZK	6
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.			
U16C4501	Work Performance Management	Z,ZK	6
The course is focused on the development of managerial skills in performance management in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
U16C5302	Workplace Health, Safety and Fire Prevention	ZK	3
Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental Engineering. Fire protection. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
U16C5401	Marketing Research	Z,ZK	6
At the end of the course student should be able to define a problem for a research project, to specify the goals and target group, to determine the method and technique of solving problems from the used procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign and solve research problems both independently and in cooperation with a professional research agency.			
U16C5402	Design and Brand Management	ZK	3
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 contains examples of practical use of quality systems.			
U16C6401	Online Marketing	Z,ZK	6
The course deals with marketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, students will be able to understand the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow students to obtain certification in the field of Internet marketing.			
U16C6501	Communication and Managerial Skills	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students			

will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
U16E0101	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
U16E0102	Cross-cultural Management	Z,ZK	6
Managing cultural diversity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members.			
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop 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).			
U16E0104	International Trade and Finance	Z,ZK	6
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as 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 international trade will be analyzed.			
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 understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the success of international projects, linked both to technical or interpersonal problems.			
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
U16E0501	Talent Management	Z,ZK	6
The course is aimed at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies of each student in order to improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection process.			
U51C2301	Managerial Psychology	ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			
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
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
U63C3201		ZK	3
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			
U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
U63C4201	Macroeconomics	ZK	3
Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			

U63C4303	Accounting in the Czech Republic Module is focused on the financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
U63C5101	Operational Research 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.	Z,ZK	6
U63C5301	Financial and Tax Environment Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.	ZK	3
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing 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.	Z,ZK	6
U63C5403	Business Informatics - Project Management	ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
U63C6301	The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.	Z,ZK	6
U63C6401		Z,ZK	6
U63C6403	Management Informatics - web design, ERP	ZK	6
U63E0101	Introduction to Game Theory	KZ	3
U63E0201	Social Determinants of Global Business Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings.	ZK	3
U65C3301	Law 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.	ZK	3
U65C5301	Labor Law Labor relations - the creation, modification and termination, safety, collective bargaining.	ZK	3
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.	ZK	3
U77C0002	Transport Technology Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.	ZK	3
U77C0003	Ecology and Technology Environmental protection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of information about the environment and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).	Z,ZK	3
U77C0004	Engineering Materials	ZK	3
U77C0005	Selected Industrial Technologies	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0007	Selected Industrial Technologies A	ZK	6
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
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

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