

## Study plan

**Name of study plan: B-EM-P prezen ní studium od 21/22**

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: 201

Elective courses credits: -21

Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 96

The role of the block: Z

Code of the group: 1.S. EM 21/22

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 21/22

Requirement credits in the group: In this group you have to gain 15 credits

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

Credits in the group: 15

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
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
U16E1101	Principles of Management <i>Dagmar Skokanová</i>	Z,ZK	6	2P+2C	Z	z
TV1	Physical Education	Z	0	0+2	Z	z
U16C1101	Principles of Management <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. EM 21/22 Name=1.s. Ekonomika a management povinné p edm ty od 21/22**

U63C1401	Informatics	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
U16E1101	Principles of Management	Z,ZK	6
Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.			
TV1	Physical Education	Z	0
U16C1101	Principles of Management	Z,ZK	6

Code of the group: 2.S. EM 21/22

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 21/22

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) <i>Tutors, authors and guarantors (gar.)</i>	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> <i>Petra Jílková</i>	Z,ZK	6	2P+2C	Z,L	z
U63C2101	<b>Mathematics 2</b>	Z,ZK	6	2P+2C	L	z
U16E2401	<b>Principles of Marketing</b> <i>Dagmar Skokanová</i>	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. EM 21/22 Name=2.s. Ekonomika a management povinné p edm ty od 21/22**

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
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.			
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 21/22**

**Name of the group: 3.semestr Ekonomika a management od 21/22 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
U51E2301	<b>Managerial Psychology</b> <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		z
U51C2301	<b>Managerial Psychology</b> <i>Lenka Emrová</i>	ZK	3	1P+1C	L	z
U51C2307	<b>Managerial Psychology</b> <i>Lenka Emrová</i>	Z,ZK	3	1P+1C		z
U63E3201	<b>Microeconomics</b> <i>Petr Makovský</i>	ZK	3	2P+0C		z
U63C3201	<i>Petr Makovský</i>	ZK	3	2P+0C	Z	z
U65C3301	<b>Law</b>	ZK	3	2P+0C		z
U16C3501	<b>Human Resources Management</b> <i>Martin Šiký</i>	ZK	3	2P+0C	Z	z
U63C3101	<b>Statistics 1</b> <i>Jiří Zmatlík</i>	Z,ZK	6	2P+2C		z

**Characteristics of the courses of this group of Study Plan: Code=3.S. EM 21/22 Name=3.semestr Ekonomika a management od 21/22 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.			
U51E2301	Managerial Psychology	Z,ZK	3

U51C2301	Managerial Psychology	ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
U51C2307	Managerial Psychology	Z,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.			
U63E3201	Microeconomics	ZK	3
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 21/22

Name of the group: 4. semestr Ekonomika a management od 21/22 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
U63E4201	Macroeconomics	ZK	3	2P+0C		z
U63C4201	Macroeconomics <i>František H e b í k</i>	ZK	3	2P+0C		z
U63C4302	Corporate Financial Management <i>Miroslav Sponer</i>	Z,ZK	6	2P+2C		z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	z
U00C4104	Fundamentals of Thesis <i>Petr Vym tal</i>	Z	3	2P+0C	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 21/22 Name=4. semestr Ekonomika a management od 21/22 povinné p edm ty

U63E4201	Macroeconomics	ZK	3
This course provides basic macroeconomic concepts to understand how a country operates in terms of its markets, aggregate variables, equations, and trade-offs. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, describing the goods market and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. It is further taken to the open economy setting and presented as the famous Mundell-Fleming model, including the policy trilemma or impossible trinity concept. The effects of fiscal policy and monetary policy on the domestic economy are summarized as well. The history of modern macroeconomics concludes the course. The main textbook is Blanchard (2021). This course has only lectures, no seminars.			
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 21/22

Name of the group: 5. semestr Ekonomika a management od 21/22 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	<b>Financial and Tax Environment</b> <i>Otakar Schlossberger</i>	ZK	3	2P+0C		z
32BC-P-FIDS-01	<b>Financial and Tax Environment</b> <i>Otakar Schlossberger, Petra Jílková Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-OPVY-01	<b>Operational Research</b> <i>Petr Makovský, Jiří Nárožný Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	6	2P+2C		z
U63C5101	<b>Operational Research</b>	Z,ZK	6	2P+2C	Z,L	z

**Characteristics of the courses of this group of Study Plan: Code=5.S. EM 21/22 Name=5. semestr Ekonomika a management od 21/22 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.			
32BC-P-FIDS-01	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.			
32BC-P-OPVY-01	Operational Research	Z,ZK	6
U63C5101	Operational Research	Z,ZK	6
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.			

Code of the group: 6.S. EM 21/22

Name of the group: 6. semestr Ekonomika a management od 21/22 povinné p edm ty-kopie

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
32BC-P-BCPR-01	<b>Bachelor Thesis</b> <i>Oldřich Bronec, Theodor Beran, Petr Fanta, Otakar Schlossberger, Petra Jílková, Petr Makovský, Lenka Nováková, Lucia Dobručká, Lenka Emrová, ....</i>	Z	6			z
U00C6101	<b>Bachelor Thesis</b> <i>Petr Vymřal</i>	Z	6	0P+0C	L	z
32BC-P-MJAK-01	<b>Quality Management</b> <i>Ondřej Hykš Ondřej Hykš Ondřej Hykš (Gar.)</i>	ZK	3	2P+0C		z
U16C6302	<b>Quality Management</b> <i>Ondřej Hykš</i>	ZK	3	2P+0C	L	z

**Characteristics of the courses of this group of Study Plan: Code=6.S. EM 21/22 Name=6. semestr Ekonomika a management od 21/22 povinné p edm ty-kopie**

32BC-P-BCPR-01	Bachelor Thesis	Z	6
U00C6101	Bachelor Thesis	Z	6
32BC-P-MJAK-01	Quality Management	ZK	3
The content of the course consists of various quality management systems with a focus on the most frequently used systems as well as non-systematic approaches to quality. It also contains examples of practical use of quality systems.			

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: 81

The role of the block: PV

Code of the group: EM-T 21/22

Name of the group: Ekonomika a management technické p edm ty od 21/22

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 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
32BE-P-AMTT-01	<b>Applied Materials in Technology</b> <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
U77E0004	<b>Applied Materials in Technology</b>	ZK	3	2P+0C		PV
32BE-P-ARTT-01	<b>Artificial Intelligence</b> <i>Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
U77E0006	<b>Artificial Intelligence</b> <i>Olga Št pánková</i>	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	<b>Communication Systems and Technologies</b> <i>Dušan Maga Dušan Maga Dušan Maga (Gar.)</i>	ZK	3	2P+0C		PV
U63E0402	<b>Communication Systems and Technologies</b> <i>Dušan Maga</i>	ZK	3	2P+0C		PV
U77C0003	<b>Ecology and Technology</b>	Z,ZK	3	1P+1C	Z	PV
32BC-P-ERGO-01	<b>Ergonomics</b>	ZK	3	2P+0C		PV
U77C0004	<b>Engineering Materials</b> <i>Jaroslav Valach</i>	ZK	3	2P+0C	Z	PV
32BC-P-MATP-01	<b>Applied Materials in Technology</b> <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
U77C0002	<b>Transport Technology</b> <i>Michal Mervart</i>	ZK	3	2P+0C	L,Z	PV
32BC-P-DOPT-01	<b>Transportation Technology</b> <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C		PV
U77E0002	<b>Old ich Bronec</b>	ZK	3	2P+0C		PV
32BE-P-TRST-01	<b>Transportation Technology</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-UMIN-01	<b>Artificial Intelligence</b> <i>Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
U77C0006	<b>Artificial Intelligence</b> <i>Olga Št pánková</i>	Z,ZK	3	1P+1C	*	PV
U77C0008	<b>Introduction to Cyber Security and Information Security</b> <i>Jaroslav Bur ík</i>	ZK	3	2P+0C		PV
32BC-P-UKIB-01	<b>Introduction to Cyber Security and Information Security</b> <i>Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)</i>	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=EM-T 21/22 Name=Ekonomika a management technické p edm ty od 21/22

32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
U77E0004	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
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).			
32BC-P-ERGO-01	Ergonomics	ZK	3
U77C0004	Engineering Materials	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	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.			

32BC-P-DOPT-01	Transportation 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.			
U77E0002		ZK	3
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3

Code of the group: 3.-6.S. EM 21/22 PVP

Name of the group: 3.-6.s. Ekonomika a management od 21/22 povinn volitelné p edm ty v J

Requirement credits in the group: In this group you have to gain at least 39 credits

Requirement courses in the group:

Credits in the group: 39

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
32BE-P-ACWR-01	<b>Academic Writing</b> <i>Kryštof Beták Kryštof Beták Eva Císlarová (Gar.)</i>	KZ	3	0P+2C		PV
32BC-P-BOZP-01	<b>Workplace Health, Safety and Fire Prevention</b> <i>Josef Pros Josef Pros Josef Pros (Gar.)</i>	ZK	3	2P+0C		PV
U16C5302	<b>Workplace Health, Safety and Fire Prevention</b> <i>Josef Pros</i>	ZK	3	2P+0C		PV
32BE-P-BCOR-01	<b>Business Correspondence</b> <i>Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)</i>	ZK	3	0P+2C		PV
U04E0202	<b>Business Correspondence</b> <i>Eva Císlarová</i>	ZK	3	0P+2C	Z,L	PV
U16E0101	<b>Corporate Social Responsibility</b> <i>Irena Jind ichovská</i>	Z,ZK	6	2P+2C		PV
32BE-P-CSR-01	<b>Corporate Social Responsibility</b> <i>Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	<b>Critical Thinking</b> <i>Ond ej Galuška Eva Císlarová Ond ej Galuška (Gar.)</i>	ZK	3	0P+2C		PV
U04E0204	<b>Critical Thinking</b> <i>Ond ej Galuška</i>	ZK	3	0P+2C	Z,L	PV
U16E0102	<b>Cross-cultural Management</b>	Z,ZK	6	2P+2C		PV
32BE-P-CCMN-01	<b>Cross-cultural Management</b> <i>Eva Císlarová Eva Císlarová Eva Císlarová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U63C4304	<b>Tax and Customs System</b> <i>Otakar Schlossberger</i>	Z,ZK	6	2P+2C		PV
U16C5402	<b>Design and Brand Management</b> <i>Petra Jílková</i>	ZK	3	2P+0C		PV
32BC-P-DBMN-01	<b>Design and Brand Management</b> <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	ZK	3	2P+0C		PV
U63C6201	<b>Economic Security</b> <i>František H ebík</i>	ZK	3	1P+1C		PV
32BC-P-EKBZ-01	<b>Economic Security</b> <i>František H ebík František H ebík František H ebík (Gar.)</i>	ZK	3	1P+1C		PV
U04E0208	<b>English for Intercultural Communication</b> <i>Eva Císlarová</i>	Z	6	0P+4C		PV
U16E0103	<b>Entrepreneurship and Business Plan</b> <i>Lucia Dobrucká</i>	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	<b>Entrepreneurship and Business Plan</b> <i>Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)</i>	Z,ZK	6	2P+2C		PV
TALQFM	<b>Financial Modelling (Tallinn University of Technology, EST)</b>	ZK	6			PV
TALQGMCS	<b>Governance and Management of Cyber Security (Tallinn University of Technology, EST)</b>	ZK	6			PV
32BE-P-INPL-01	<b>Innovation Policies</b> <i>Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.)</i>	KZ	3	2P+0C		PV
U16E0110	<b>International Business Life</b> <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		PV
32BE-P-INBL-01	<b>International Business Life</b> <i>Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)</i>	Z,ZK	3	1P+1C		PV
32-IPW	<b>International Project Workshop</b> <i>Petr Makovský</i>	ZK	3	45B		PV

32-IPW-6	<b>International Project Workshop</b> <i>Vincent Blaise Montenero</i>	ZK	6	45B		PV
32BE-P-ITRF-01	<b>International Trade and Finance</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16E0104	<b>International Trade and Finance</b> <i>Old ich Bronec</i>	Z,ZK	6	2P+2C		PV
32BE-P-GAME-01	<b>Introduction to Game Theory</b> <i>Georgi Burlakov Georgi Burlakov Georgi Burlakov (Gar.)</i>	KZ	3	0P+2C		PV
U63E0101	<b>Introduction to Game Theory</b>	KZ	3	0P+2C		PV
U16C6501	<b>Communication and Managerial Skills</b> <i>Lenka Emrová</i>	Z,ZK	6	2P+2C		PV
U51C5401	<b>Leadership and Employee Education</b> <i>Kate ina Tomešková</i>	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	<b>Leadership and Employee Education</b> <i>Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-MACA-01	<b>Macroeconomic Analysis</b> <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	ZK	3	0P+2C		PV
U63C0201	<b>Macroeconomic Analysis</b> <i>Petr Makovský</i>	ZK	3	0P+2C		PV
U63C4401	<b>Management Informatics</b> <i>Tomáš Kubálek</i>	Z,ZK	6	0P+4C		PV
U63C5404	<b>Business Informatics - Database Systems</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
32BC-P-MIN2-01	<b>Business Informatics - Database Systems</b>	ZK	6	0P+4C		PV
U63C4403	<b>Management Informatics - Microsoft 365</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
32BC-P-MIN3-01	<b>Business Informatics - Project Management</b>	ZK	6	0P+4C		PV
U63C5403	<b>Business Informatics - Project Management</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
U63C6403	<b>Management Informatics - web design, ERP</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
U63C5302	<b>Managerial Tools and Calculations</b> <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	<b>Managerial Tools and Calculations</b> <i>Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C4401	<b>Marketing applications</b> <i>Lenka Nováková</i>	Z,ZK	6	2P+2C		PV
32BC-P-MKVY-01	<b>Marketing Research</b> <i>Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C5401	<b>Marketing Research</b> <i>Lenka Nováková</i>	Z,ZK	6	2P+2C	*	PV
U04E0201	<b>Networking in English</b> <i>Eva Císlarová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-OMAR-01	<b>On-line Marketing</b> <i>Ladislava Knirová Ladislava Knirová Ladislava Knirová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C6401	<b>Online Marketing</b> <i>Tomáš Sadílek</i>	Z,ZK	6	2P+2C	L	PV
32BC-P-PEBA-01	<b>Money, banks, financial markets</b> <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	ZK	3	2P+0C		PV
U16C6106	<b>Enterpreunership and Business Plan</b>	Z,ZK	6	2P+2C		PV
U16E0105	<b>Political Economy of International Trade Relations</b> <i>Helmuth Yesid Arias Gomez</i>	Z,ZK	6	2P+2C	L	PV
32BE-P-PETR-01	<b>Political Economy of International Trade Relations</b> <i>Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV
U65C5301	<b>Labor Law</b> <i>Kate ina Demová</i>	ZK	3	2P+0C		PV
32BC-P-PRAP-01	<b>Labor Law</b> <i>Kate ina Demová Kate ina Demová Kate ina Demová (Gar.)</i>	ZK	3	2P+0C		PV
U65C6301	<b>Legal Aspects of Consumer Protection</b> <i>Otakar Schlossberger</i>	ZK	3	2P+0C		PV
32BC-P-PAOS-01	<b>Legal Aspects of Consumer Protection</b> <i>Otakar Schlossberger Otakar Schlossberger Otakar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PV
U00C6104	<b>Practice</b> <i>So a Cupalová</i>	Z	6	180XH		PV
32BC-P-PRAX-01	<b>Internship</b> <i>So a Cupalová, Libor Cupal So a Cupalová So a Cupalová (Gar.)</i>	Z	6	180XH		PV
32BE-P-PRSK-01	<b>Presentation Skills</b> <i>Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.)</i>	ZK	3	0P+2C		PV
U04E0203	<b>Presentation Skills</b> <i>Anna Wagnerová</i>	ZK	3	0P+2C	Z,L	PV
U16C6102	<b>Presentation Skills</b> <i>Svatava Švihlíková</i>	Z	3	0P+2C		PV

32BC-P-PRSK-01	<b>Presentation Skills</b> <i>Svatava Švihlíková Svataava Švihlíková Svataava Švihlíková (Gar.)</i>	Z	3	0P+2C		PV
U16E0111	<b>Principles of Business Negotiations and Etiquette</b>	Z,ZK	3	1P+1C		PV
U16C4501	<b>Work Performance Management</b> <i>Martin Šiký</i>	Z,ZK	6	2P+2C		PV
32BE-P-ICTI-01	<b>Social and Political Impacts of Modern ICT</b> <i>Jan Švec Jan Švec Jan Švec (Gar.)</i>	ZK	3	1P+1C		PV
U63E0401	<b>Social and Political Impacts of Modern ICT</b> <i>Jan Švec</i>	ZK	3	1P+1C		PV
32BE-P-SDGB-01	<b>Social Determinants of Global Business</b> <i>Tomáš Evan Tomáš Evan Tomáš Evan (Gar.)</i>	ZK	3	2P+1C		PV
U63E0201	<b>Social Determinants of Global Business</b> <i>Tomáš Evan</i>	ZK	3	2P+1C		PV
U16E0501	<b>Talent Management</b> <i>Vincent Blaise Montenero</i>	Z,ZK	6	0P+4C		PV
U63C4303	<b>Accounting in the Czech Republic</b> <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
U63C6401	<i>Theodor Beran</i>	Z,ZK	6	2P+2C	L	PV
32BE-P-WEBS-01	<b>World Economy and Business</b> <i>Helmuth Yesid Arias Gomez, Tomáš Evan Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C0501	<b>Employee Selection Process</b> <i>Iveta Chmielová Dalajková</i>	Z	3	24C		PV
32BC-P-ZAVR-01	<b>Employee Selection Process</b> <i>Iveta Chmielová Dalajková, Kateřina Tomešková Iveta Chmielová Dalajková Kateřina Tomešková (Gar.)</i>	Z	3	24C		PV
32BC-P-ZPDT-01	<b>Business Data Processing</b> <i>Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U63C5402	<b>Business Data Processing</b> <i>Ivana Topolová</i>	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=3.-6.S. EM 21/22 PVP Name=3.-6.s. Ekonomika a management od 21/22 povinn volitelné p edm ty v J**

32BE-P-ACWR-01	Academic Writing	KZ	3
The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving student's academic writing skills with focus on correct usage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical remarks on what is academic English, how it differs from other varieties in form and function and how it has changed over time.			
32BC-P-BOZP-01	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.			
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.			
32BE-P-BCOR-01	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			
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.			
32BE-P-CSRS-01	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.			
32BE-P-CRTH-01	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.			



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.			
32BE-P-CCMN-01	Cross-cultural Management	Z,ZK	6
Managing cultural diversity plays 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 organisation members.			
U63C4304	Tax and Customs System	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 effects with a focus on legal entities. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.			
U16C5402	Design and Brand Management	ZK	3
32BC-P-DBMN-01	Design and Brand Management	ZK	3
U63C6201	Economic Security	ZK	3
32BC-P-EKBZ-01	Economic Security	ZK	3
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).			
32BE-P-EBPL-01	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).			
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
32BE-P-INPL-01	Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrepreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regionak value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.			
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.			
32BE-P-INBL-01	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.			
32-IPW	International Project Workshop	ZK	3
32-IPW-6	International Project Workshop	ZK	6
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity			
U16E0104	International Trade and Finance	Z,ZK	6
32BE-P-GAME-01	Introduction to Game Theory	KZ	3
Teaching Strategy: The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the university bookstore or library. However, students are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide presentations and academic articles in pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignments and the final test.			
U63E0101	Introduction to Game Theory	KZ	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.			
32BC-P-LEAD-01	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.			
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
U63C0201	Macroeconomic Analysis	ZK	3

U63C4401	Management Informatics	Z,ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	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
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
U16C4401	Marketing applications	Z,ZK	6
The Marketing application course is focused on the marketing communication issues. The course makes students familiar with every part of the communication mix. Communication cases will be presented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing planning, STP theory, and customer relationship management.			
32BC-P-MKVY-01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
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.			
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.			
32BE-P-OMAR-01	On-line Marketing	Z,ZK	6
This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on AI-driven strategies and understanding consumer behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsequent modules cover essential topics such as digital marketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also delves into the art of storytelling in marketing, the nuances of AI-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affiliate marketing, rethinks email marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and goodwill, leveraging analytics and AI for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to arm participants with the knowledge and skills to successfully navigate the complex online marketing ecosystem.			
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.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
U16C6106	Enterpreunership and Business Plan	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.			
32BE-P-PETR-01	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 registered in the capital account transactions. 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, including the braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries..			
U65C5301	Labor Law	ZK	3
Labor relations - the creation, modification and termination, safety, collective bargaining.			
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, 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.			
32BC-P-PAOS-01	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.			
U00C6104	Practice	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			

32BC-P-PRAX-01	Internship	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
32BE-P-PRSK-01	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.			
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.			
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments.			
32BC-P-PRSK-01	Presentation Skills	Z	3
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
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.			
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-01	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.			
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.			
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
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6
The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links 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, including the braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries..			
U16C0501	Employee Selection Process	Z	3
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semester of the acad. year 2023/24, the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.			
32BC-P-ZPDT-01	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.			
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: 4.S. EM 21/22 OZ

Name of the group: 4.s. Ekonomika a management od 21/22 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
U63C4304	<b>Tax and Customs System</b> <i>Otakar Schlossberger</i>	Z,ZK	6	2P+2C		PV
U63C4401	<b>Management Informatics</b> <i>Tomáš Kubálek</i>	Z,ZK	6	0P+4C		PV
U63C4403	<b>Management Informatics - Microsoft 365</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
U16C4401	<b>Marketing applications</b> <i>Lenka Nováková</i>	Z,ZK	6	2P+2C		PV
U16C4501	<b>Work Performance Management</b> <i>Martin Šiký</i>	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=4.S. EM 21/22 OZ Name=4.s. Ekonomika a management od 21/22 oborové zaměření**

U63C4304	Tax and Customs System	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 effects with a focus on legal entities. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.			
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 21/22 OZ

Name of the group: 5.+ 6.s. Ekonomika a management od 21/22 oborové zaměření

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
32BC-P-BOZP-01	<b>Workplace Health, Safety and Fire Prevention</b> <i>Josef Pros Josef Pros Josef Pros (Gar.)</i>	ZK	3	2P+0C		PV
U16C5302	<b>Workplace Health, Safety and Fire Prevention</b> <i>Josef Pros</i>	ZK	3	2P+0C		PV
32BC-P-DBMN-01	<b>Design and Brand Management</b> <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	ZK	3	2P+0C		PV
U16C5402	<b>Design and Brand Management</b> <i>Petra Jílková</i>	ZK	3	2P+0C		PV
32BC-P-KOMD-01	<b>Communication and Managerial Skills</b> <i>Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C6501	<b>Communication and Managerial Skills</b> <i>Lenka Emrová</i>	Z,ZK	6	2P+2C		PV
U51C5401	<b>Leadership and Employee Education</b> <i>Kateřina Tomešková</i>	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	<b>Leadership and Employee Education</b> <i>Iveta Chmielová Dalajková, Kateřina Tomešková Iveta Chmielová Dalajková Kateřina Tomešková (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BC-P-MIN2-01	<b>Business Informatics - Database Systems</b>	ZK	6	0P+4C		PV
U63C5404	<b>Business Informatics - Database Systems</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
U63C5403	<b>Business Informatics - Project Management</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
32BC-P-MIN3-01	<b>Business Informatics - Project Management</b>	ZK	6	0P+4C		PV
U63C6403	<b>Management Informatics - web design, ERP</b> <i>Tomáš Kubálek</i>	ZK	6	0P+4C		PV
U63C5302	<b>Managerial Tools and Calculations</b> <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	<b>Managerial Tools and Calculations</b> <i>Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV

32BC-P-MKVY-01	<b>Marketing Research</b> <i>Lenka Nováková Lenka Nováková Lenka Nováková (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16C5401	<b>Marketing Research</b> <i>Lenka Nováková</i>	Z,ZK	6	2P+2C	*	PV
U16C6401	<b>Online Marketing</b> <i>Tomáš Sadílek</i>	Z,ZK	6	2P+2C	L	PV
32BC-P-OMAR-01	<b>Online marketing</b> <i>Tomáš Sadílek Tomáš Sadílek Tomáš Sadílek (Gar.)</i>	Z,ZK	6	2P+2C		PV
U65C5301	<b>Labor Law</b> <i>Kateřina Demová</i>	ZK	3	2P+0C		PV
32BC-P-PRAP-01	<b>Labor Law</b> <i>Kateřina Demová Kateřina Demová Kateřina Demová (Gar.)</i>	ZK	3	2P+0C		PV
U65C6301	<b>Legal Aspects of Consumer Protection</b> <i>Otařkar Schlossberger</i>	ZK	3	2P+0C		PV
32BC-P-PAOS-01	<b>Legal Aspects of Consumer Protection</b> <i>Otařkar Schlossberger Otařkar Schlossberger Otařkar Schlossberger (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-UCCR-01	<b>Accounting in the Czech Republic</b> <i>Theodor Beran, Jana Nováková Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV
U63C4303	<b>Accounting in the Czech Republic</b> <i>Theodor Beran</i>	Z,ZK	6	2P+2C		PV
U63C6401	<i>Theodor Beran</i>	Z,ZK	6	2P+2C	L	PV
32BC-P-VPRI-01	<b>Corporate Management</b> <i>Theodor Beran, Miroslav Šponer, Igor Kukliř Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		PV
U63C5402	<b>Business Data Processing</b> <i>Ivana Topolová</i>	Z,ZK	6	2P+2C		PV
32BC-P-ZPDT-01	<b>Business Data Processing</b> <i>Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)</i>	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM 21/22 OZ Name=5.+ 6.s. Ekonomika a management od 21/22 oborové zaměření**

32BC-P-BOZP-01	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.			
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
32BC-P-DBMN-01	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.			
32BC-P-LEAD-01	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
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	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
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MKVY-01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
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 Labor relations - the creation, modification and termination, safety, collective bargaining.	ZK	3
32BC-P-PRAP-01	Labor Law Labor relations - establishment, change and termination, liability of employer, liability of employee, 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
32BC-P-PAOS-01	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
U63C4303	Accounting in the Czech Republic Module is focused on the financial reporting according to currently valid Czech accounting legislature.	Z,ZK	6
U63C6401		Z,ZK	6
32BC-P-ZPDT-01	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
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
32BC-P-KOMD-01	Communication and Managerial Skills	Z,ZK	6
32BC-P-OMAR-01	Online marketing	Z,ZK	6
32BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
32BC-P-VPRI-01	Corporate Management	Z,ZK	6

Code of the group: 5+6.S.EM 21/22 PVP E

Name of the group: 5.+ 6.s. Ekonomika a management od 21/22 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
32BE-P-ACWR-01	<b>Academic Writing</b> <i>Kryštof Beták Kryštof Beták Eva Císlerová (Gar.)</i>	KZ	3	0P+2C		PV
U04E0202	<b>Business Correspondence</b> <i>Eva Císlerová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-BCOR-01	<b>Business Correspondence</b> <i>Eva Císlerová Eva Císlerová Eva Císlerová (Gar.)</i>	ZK	3	0P+2C		PV
U16E0101	<b>Corporate Social Responsibility</b> <i>Irena Jind ichovská</i>	Z,ZK	6	2P+2C		PV
32BE-P-CSRS-01	<b>Corporate Social Responsibility</b> <i>Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.)</i>	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	<b>Critical Thinking</b> <i>Ond ej Galuška Eva Císlerová Ond ej Galuška (Gar.)</i>	ZK	3	0P+2C		PV
U04E0204	<b>Critical Thinking</b> <i>Ond ej Galuška</i>	ZK	3	0P+2C	Z,L	PV
U16E0102	<b>Cross-cultural Management</b>	Z,ZK	6	2P+2C		PV
32BE-P-CCMN-01	<b>Cross-cultural Management</b> <i>Eva Císlerová Eva Císlerová Eva Císlerová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U04E0208	<b>English for Intercultural Communication</b> <i>Eva Císlerová</i>	Z	6	0P+4C		PV
U16E0103	<b>Entrepreneurship and Business Plan</b> <i>Lucia Dobrucká</i>	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	<b>Entrepreneurship and Business Plan</b> <i>Lucia Dobrucká Lucia Dobrucká Lucia Dobrucká (Gar.)</i>	Z,ZK	6	2P+2C		PV
Q32-6	<b>EuroTeQ 6 ECTS</b>	Z,ZK	6			PV
TALQFM	<b>Financial Modelling (Tallinn University of Technology, EST)</b>	ZK	6			PV
TALQGMCS	<b>Governance and Management of Cyber Security (Tallinn University of Technology, EST)</b>	ZK	6			PV
32BE-P-INPL-01	<b>Innovation Policies</b> <i>Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.)</i>	KZ	3	2P+0C		PV
U16E0110	<b>International Business Life</b> <i>Vincent Blaise Montenero</i>	Z,ZK	3	1P+1C		PV
32BE-P-INBL-01	<b>International Business Life</b> <i>Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)</i>	Z,ZK	3	1P+1C		PV

32BE-P-ITRF-01	<b>International Trade and Finance</b> <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16E0104	<b>International Trade and Finance</b> <i>Old ich Bronec</i>	Z,ZK	6	2P+2C		PV
U63E0101	<b>Introduction to Game Theory</b>	KZ	3	0P+2C		PV
32BE-P-GAME-01	<b>Introduction to Game Theory</b> <i>Georgi Burlakov Georgi Burlakov Georgi Burlakov (Gar.)</i>	KZ	3	0P+2C		PV
U04E0201	<b>Networking in English</b> <i>Eva Císlerová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-OMAR-01	<b>On-line Marketing</b> <i>Ladislava Knirová Ladislava Knirová Ladislava Knirová (Gar.)</i>	Z,ZK	6	2P+2C		PV
U16E0105	<b>Political Economy of International Trade Relations</b> <i>Helmuth Yesid Arias Gomez</i>	Z,ZK	6	2P+2C	L	PV
32BE-P-PETR-01	<b>Political Economy of International Trade Relations</b> <i>Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV
U04E0203	<b>Presentation Skills</b> <i>Anna Wagnerová</i>	ZK	3	0P+2C	Z,L	PV
32BE-P-PRSK-01	<b>Presentation Skills</b> <i>Anna Wagnerová Anna Wagnerová Anna Wagnerová (Gar.)</i>	ZK	3	0P+2C		PV
U16E0111	<b>Principles of Business Negotiations and Etiquette</b>	Z,ZK	3	1P+1C		PV
U63E0401	<b>Social and Political Impacts of Modern ICT</b> <i>Jan Švec</i>	ZK	3	1P+1C		PV
32BE-P-ICTI-01	<b>Social and Political Impacts of Modern ICT</b> <i>Jan Švec Jan Švec Jan Švec (Gar.)</i>	ZK	3	1P+1C		PV
U63E0201	<b>Social Determinants of Global Business</b> <i>Tomáš Evan</i>	ZK	3	2P+1C		PV
32BE-P-SDGB-01	<b>Social Determinants of Global Business</b> <i>Tomáš Evan Tomáš Evan Tomáš Evan (Gar.)</i>	ZK	3	2P+1C		PV
U16E0501	<b>Talent Management</b> <i>Vincent Blaise Montenero</i>	Z,ZK	6	0P+4C		PV
32BE-P-WEBS-01	<b>World Economy and Business</b> <i>Helmuth Yesid Arias Gomez, Tomáš Evan Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)</i>	Z,ZK	6	2P+2C		PV

**Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 21/22 PVP E Name=5.+ 6.s. Ekonomika a management od 21/22 povinn volitelné p edm ty v AJ**

32BE-P-ACWR-01	<b>Academic Writing</b> The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving student's academic writing skills with focus on correct usage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical remarks on what is academic English, how it differs from other varieties in form and function and how it has changed over time.	KZ	3
32BE-P-BCOR-01	<b>Business Correspondence</b> 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	ZK	3
U04E0202	<b>Business Correspondence</b> 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	ZK	3
U16E0101	<b>Corporate Social Responsibility</b> 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.	Z,ZK	6
32BE-P-CSR-01	<b>Corporate Social Responsibility</b> 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.	Z,ZK	6
32BE-P-CRTH-01	<b>Critical Thinking</b> 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.	ZK	3
U04E0204	<b>Critical Thinking</b> 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.	ZK	3

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.			
32BE-P-CCMN-01	Cross-cultural Management	Z,ZK	6
Managing cultural diversity plays 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 organisation 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).			
32BE-P-EBPL-01	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).			
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
32BE-P-INPL-01	Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrepreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regionak value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.			
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.			
32BE-P-INBL-01	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.			
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity			
U16E0104	International Trade and Finance	Z,ZK	6
32BE-P-GAME-01	Introduction to Game Theory	KZ	3
Teaching Strategy: The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the university bookstore or library. However, students are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide presentations and academic articles in pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignments and the final test.			
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.			
32BE-P-OMAR-01	On-line Marketing	Z,ZK	6
This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on AI-driven strategies and understanding consumer behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsequent modules cover essential topics such as digital marketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also delves into the art of storytelling in marketing, the nuances of AI-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affiliate marketing, rethinks email marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and goodwill, leveraging analytics and AI for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to arm participants with the knowledge and skills to successfully navigate the complex online marketing ecosystem.			
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.			
32BE-P-PETR-01	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 registered in the capital account transactions. 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, including the braking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries..			



32BE-P-PRSK-01	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.			
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
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-01	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.			
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.			
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6
The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links 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, including the braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries..			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6

Name of the block: Jazyky

Minimal number of credits of the block: 24

The role of the block: J

Code of the group: 1.S. EM-J 21/22

Name of the group: 1.s. Ekonomika a management jazyky od 21/22

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 <i>Eva Císlarová</i>	Z	6	0P+4C	Z	J
U04L1101	English Language 1 <i>Eva Císlarová</i>	Z	6	0P+4C	Z	J

**Characteristics of the courses of this group of Study Plan: Code=1.S. EM-J 21/22 Name=1.s. Ekonomika a management jazyky od 21/22**

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. EM-J 21/22

Name of the group: 2.s. Ekonomika a management jazyky od 21/22

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	<b>English Language 2</b> <i>Eva Císlarová</i>	Z	6	0P+4C	L	J
U04L2101	<b>English Language 2</b> <i>Eva Císlarová</i>	Z	6	0P+4C	L	J

**Characteristics of the courses of this group of Study Plan: Code=2.S. EM-J 21/22 Name=2.s. Ekonomika a management jazyky od 21/22**

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.			
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.			

Code of the group: 3.S. EM-J 21/22

Name of the group: 3.s. Ekonomika a management jazyky od 21/22

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
U04L3101	<b>English Language 3</b> <i>Eva Císlarová</i>	Z	6	0P+4C		J
U04L3102	<b>English Language 3-1</b> <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L3501	<b>French Language 3-1</b> <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L3401	<b>German Language 3-1</b> <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L3503	<b>Portuguese Language 3-1</b> <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L3601	<b>Russian Language 3-1</b> <i>Eva Císlarová</i>	Z	3	0P+2C		J
U04L3502	<b>Spanish Language 3-1</b>	Z	3	0P+2C		J

**Characteristics of the courses of this group of Study Plan: Code=3.S. EM-J 21/22 Name=3.s. Ekonomika a management jazyky od 21/22**

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: 4.S. EM-J 21/22

Name of the group: 4.s Ekonomika a management jazyky od 21/22

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

Requirement courses in the group: In this group you have to complete at least 1 course ( at most 2)

Credits in the group: 6

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4 <i>Eva Císlarová</i>	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 <i>Eva Císlarová</i>	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1 <i>Eva Císlarová</i>	Z	3	0P+2C	L	J
U04L4401	German Language 4-1 <i>Eva Císlarová</i>	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-J 21/22 Name=4.s Ekonomika a management jazyky od 21/22

U04L4101	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4102	English Language 4-1	Z,ZK	3
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
U04L4501	French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world.			
U04L4401	German Language 4-1	Z	3
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
32-IPW	International Project Workshop	ZK	3
32-IPW-6	International Project Workshop	ZK	6
32BC-P-BCPR-01	Bachelor Thesis	Z	6
32BC-P-BOZP-01	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.			
32BC-P-DBMN-01	Design and Brand Management	ZK	3
32BC-P-DOPT-01	Transportation 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.			
32BC-P-EKBZ-01	Economic Security	ZK	3
32BC-P-ERGO-01	Ergonomics	ZK	3
32BC-P-FIDS-01	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.			

32BC-P-KOMD-01	Communication and Managerial Skills	Z,ZK	6
32BC-P-LEAD-01	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.			
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MJAK-01	Quality Management	ZK	3
The content of the course consists of various quality management systems with a focus on the most frequently used systems as well as non-systematic approaches to quality. It also contains examples of practical use of quality systems.			
32BC-P-MKY/Y01	Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them, determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research problems independently and in cooperation with a professional research agency from the position of a marketing manager.			
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-OMAR-01	Online marketing	Z,ZK	6
32BC-P-OPVY-01	Operational Research	Z,ZK	6
32BC-P-PAOS-01	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.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.			
32BC-P-PRAX-01	Internship	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
32BC-P-PRSK-01	Presentation Skills	Z	3
32BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-VPRI-01	Corporate Management	Z,ZK	6
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is implemented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semester of the acad. year 2023/24, the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.			
32BC-P-ZPDT-01	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.			
32BE-P-ACWR-01	Academic Writing	KZ	3
The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving student's academic writing skills with focus on correct usage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical remarks on what is academic English, how it differs from other varieties in form and function and how it has changed over time.			
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	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			
32BE-P-COMN-01	Cross-cultural Management	Z,ZK	6
Managing cultural diversity plays 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 organisation members.			
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
32BE-P-CRTH-01	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.			
32BE-P-CSRS-01	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.			

32BE-P-EBPL-01	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).			
32BE-P-GAME-01	Introduction to Game Theory	KZ	3
Teaching Strategy: The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the university bookstore or library. However, students are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide presentations and academic articles in pdf format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignments and the final test.			
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-INBL-01	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.			
32BE-P-INPL-01	Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrepreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.			
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders. It is very likely that you will work in an international company or in a domestic company with international ambitions, maybe you will work abroad. For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in a technical field), but also special training for working in an international environment. The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance. Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions. This course is just a starting point for further study, but it is an important starting point for you at the right time. The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity.			
32BE-P-OMAR-01	On-line Marketing	Z,ZK	6
This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on AI-driven strategies and understanding consumer behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsequent modules cover essential topics such as digital marketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also delves into the art of storytelling in marketing, the nuances of AI-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affiliate marketing, rethinks email marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and goodwill, leveraging analytics and AI for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to arm participants with the knowledge and skills to successfully navigate the complex online marketing ecosystem.			
32BE-P-PETR-01	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 registered in the capital account transactions. 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, including the braking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries..			
32BE-P-PRSK-01	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal and para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.			
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3
Annotation: 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.			
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BE-P-WBS-01	World Economy and Business	Z,ZK	6
The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links 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, including the braking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries..			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
U00C4104	Fundamentals of Thesis	Z	3
U00C6101	Bachelor Thesis	Z	6

U00C6104	Practice	Z	6
The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the study plans is short-term professional internship of a pilot nature.			
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 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.			
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.			
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 biginners/ false beginners..			
U04L3601	Russian Language 3-1	Z	3
The course is suitable for bachelor students. The course develops all language skills in the Russian language at level A1 according to the CEFR: 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 biginners/ 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 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 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.			
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 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
U16C6102	Presentation Skills	Z	3
Students will adopt main rules of verbal, non verbal and para verbal (voice) communication and principles of presentation skills. 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.			
U16C6106	Entrepreneurship and Business Plan	Z,ZK	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.			
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.			
U16E1101	Principles of Management	Z,ZK	6
Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.			
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication.			
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.			
U51C2307	Managerial Psychology	Z,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.			
U51E2301	Managerial Psychology	Z,ZK	3
U63C0201	Macroeconomic Analysis	ZK	3
U63C1101	Mathematics 1	Z,ZK	6
U63C1301	Business Economics	Z,ZK	6
U63C1401	Informatics	ZK	3
U63C2101	Mathematics 2	Z,ZK	6
U63C3101	Statistics 1	Z,ZK	6
The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.			
U63C3201		ZK	3
U63C3301	Accounting	Z,ZK	6
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.			
U63C3401	Information Systems and Design	ZK	3
Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling.			
U63C4101	Statistics 2	Z,ZK	6
The course develops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired during the study Statistics I. Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous			



Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and qualitative data files.			
U63C4201	Macroeconomics	ZK	3
Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools. These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.			
U63C4302	Corporate Financial Management	Z,ZK	6
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the financial reporting according to currently valid Czech accounting legislature.			
U63C4304	Tax and Customs System	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 effects with a focus on legal entities. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.			
U63C4401	Management Informatics	Z,ZK	6
U63C4403	Management Informatics - Microsoft 365	ZK	6
U63C5101	Operational Research	Z,ZK	6
Operations research is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select the best of the acceptable solutions.			
U63C5301	Financial and Tax Environment	ZK	3
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
U63C5302	Managerial Tools and Calculations	Z,ZK	6
U63C5402	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
U63C5403	Business Informatics - Project Management	ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
U63C6201	Economic Security	ZK	3
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	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.			
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
U63E3201	Microeconomics	ZK	3
U63E4201	Macroeconomics	ZK	3
This course provides basic macroeconomic concepts to understand how a country operates in terms of its markets, aggregate variables, equations, and trade-offs. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-money) model, describing the goods market and financial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. It is further taken to the open economy setting and presented as the famous Mundell-Fleming model, including the policy trilemma or impossible trinity concept. The effects of fiscal policy and monetary policy on the domestic economy are summarized as well. The history of modern macroeconomics concludes the course. The main textbook is Blanchard (2021). This course has only lectures, no seminars.			
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.			
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.			
U77C0002	Transport Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
U77C0003	Ecology and Technology	Z,ZK	3
Environmental protection and sustainable development and their development since 1990 and current sustainability problems, trends, sources of information about the environment and shifts in technical and institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).			
U77C0004	Engineering Materials	ZK	3
U77C0006	Artificial Intelligence	Z,ZK	3
U77C0008	Introduction to Cyber Security and Information Security	ZK	3
U77E0002		ZK	3
U77E0004	Applied Materials in Technology	ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3

