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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C1401	Informatics	ZK	3	0P+2C	Z	Z
U63C1101	Mathematics 1	Z,ZK	6	2P+2C		Z
U63C1301	Business Economics	Z,ZK	6	2P+2C		Z
U16E1101	Principles of Management Dagmar Skokanová	Z,ZK	6	2P+2C	Z	Z
TV1	Physical Education	Z	0	0+2	Z	Z
U16C1101	Principles of Management Old ich Bronec Old ich Bronec	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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U16C2301	Logistics Michal Mervart Michal Mervart	ZK	3	2P+0C	L	Z
U16C2401	Marketing Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
U63C2101	Mathematics 2	Z,ZK	6	2P+2C	L	Z
U16E2401	Principles of Marketing Dagmar Skokanová	Z,ZK	6	2P+2C	L	Z
TV2	Physical Education	Z	0	0+2	L	Z
U63C3301	Accounting Theodor Beran Theodor Beran	Z,ZK	6	2P+2C		Z
U16C2202	Project Management Basics Petr Fanta Petr Fanta	Z,ZK	3	1P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=2.S. EM 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 cour	se makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, ma	arketing research,	marketing mix
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	cy, types of interme	ediate distribution
links, marketing dis	tribution systems, marketing communications and new trends in marketing.		
U63C2101	Mathematics 2	Z,ZK	6
U16E2401	Principles of Marketing	Z,ZK	6
The course focuses	s on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of market	ing 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	I decisions in the a	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 p	erform a simplified	form accountin
records, understand	d 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C3401	Information Systems and Design	ZK	3	1P+1C	Z	Z
U51E2301	Managerial Psychology Vincent Blaise Montenero	Z,ZK	3	1P+1C		Z
U51C2301	Managerial Psychology Lenka Emrová	ZK	3	1P+1C	L	Z
U51C2307	Managerial Psychology Lenka Emrová	Z,ZK	3	1P+1C		Z
U63E3201	Microeconomics Petr Makovský	ZK	3	2P+0C		Z
U63C3201	Petr Makovský	ZK	3	2P+0C	Z	Z
U65C3301	Law	ZK	3	2P+0C		Z
U16C3501	Human Resources Management Martin Šiký	ZK	3	2P+0C	Z	Z
U63C3101	Statistics 1 Ji í Zmatlík	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, inf	undamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information						
system development, b	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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63E4201	Macroeconomics	ZK	3	2P+0C		Z
U63C4201	Macroeconomics František H ebík	ZK	3	2P+0C		Z
U63C4302	Corporate Financial Management Miroslav Sponer	Z,ZK	6	2P+2C		Z
U63C4101	Statistics 2	Z,ZK	6	2P+2C	L	Z
U00C4104	Fundamentals of Thesis Petr Vym tal	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

7.7K

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 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

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C5301	Financial and Tax Environment Otakar Schlossberger	ZK	3	2P+0C		Z
32BC-P-FIDS-01	Financial and Tax Environment Otakar Schlossberger, Petra Jílková Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	2P+0C		Z
32BC-P-OPVY-01	Operational Research Petr Makovský, Ji í Nárožný Petr Makovský Petr Makovský (Gar.)	Z,ZK	6	2P+2C		Z
U63C5101	Operational Research	Z,ZK	6	2P+2C	Z,L	Z

Characteristics of the courses of this group of Study Plan: Code=5.S. EM 21/22 Name=5. semestr Ekonomika a management od 21/22 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3				
Development and curre	Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an advanced market economy.						
Definition of the categor	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	7K	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						
colutions						

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-BCPR-01	Bachelor Thesis Old ich Bronec, Theodor Beran, Petr Fanta, Otakar Schlossberger, Petra Jílková, Petr Makovský, Lenka Nováková, Lucia Dobrucká, Lenka Emrová,	Z	6			Z
U00C6101	Bachelor Thesis Petr Vym tal	Z	6	0P+0C	L	Z
32BC-P-MJAK-01	Quality Management Ond ej Hykš Ond ej Hykš Ond ej Hykš (Gar.)	ZK	3	2P+0C		Z
U16C6302	Quality Management	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

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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**

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

Transport Technology

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
U77E0004	Applied Materials in Technology	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
U77E0006	Artificial Intelligence Olga Št pánková	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies Dušan Maga Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
U63E0402	Communication Systems and Technologies Dušan Maga	ZK	3	2P+0C		PV
U77C0003	Ecology and Technology	Z,ZK	3	1P+1C	Z	PV
32BC-P-ERGO-01	Ergonomics	ZK	3	2P+0C		PV
U77C0004	Engineering Materials Jaroslav Valach	ZK	3	2P+0C	Z	PV
32BC-P-MATP-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
U77C0002	Transport Technology Michal Mervart	ZK	3	2P+0C	L,Z	PV
32BC-P-DOPT-01	Transportation Technology Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		PV
U77E0002	Old ich Bronec	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology Old ich Bronec Old ich Bronec (Gar.)	ZK	3	2P+0C		PV
32BC-P-UMIN-01	Artificial Intelligence Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C		PV
U77C0006	Artificial Intelligence Olga Št pánková	Z,ZK	3	1P+1C	*	PV
U77C0008	Introduction to Cyber Security and Information Security Jaroslav Bur ík	ZK	3	2P+0C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ík Jaroslav Bur ík (Gar.)	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	in and sustainable development and their development since 1990 and current sustainability problems, trends, sources of inf	ormation about th	e environment
and shifts in technical a	nd institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).		
32BC-P-ERGO-01	Ergonomics	ZK	3
U77C0004	Engineering Materials	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3

Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger 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 aplication 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 pasanger and freight transport, organisation of traffic in each transport						
mode, technologic factor	rs of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of t	ransport.			
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 introduc	es students to the	e basic problems			
and concepts of this fiel	 d. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management 	ent and/or econor	nics.			
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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-ACWR-01	Academic Writing Kryštof Beták Kryštof Beták Eva Císlerová (Gar.)	KZ	3	0P+2C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
U16C5302	Workplace Health, Safety anf Fire Prevention Josef Pros	ZK	3	2P+0C		PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
U04E0202	Business Correspondence Eva Císlerová	ZK	3	0P+2C	Z,L	PV
U16E0101	Corporate Social Responsibility Irena Jind ichovská	Z,ZK	6	2P+2C		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Eva Císlerová Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
U04E0204	Critical Thinking Ond ej Galuška	ZK	3	0P+2C	Z,L	PV
U16E0102	Cross-cultural Management	Z,ZK	6	2P+2C		PV
32BE-P-CCMN-01	Cross-cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
U63C4304	Tax and Customs System Otakar Schlossberger	Z,ZK	6	2P+2C		PV
U16C5402	Design and Brand Management Petra Jilková	ZK	3	2P+0C		PV
32BC-P-DBMN-01	Design and Brand Management Petra Jilková Petra Jilková (Gar.)	ZK	3	2P+0C		PV
U63C6201	Economic Security František H ebík	ZK	3	1P+1C		PV
32BC-P-EKBZ-01	Economic Security František H ebík František H ebík (Gar.)	ZK	3	1P+1C		PV
U04E0208	English for Intercultural Communication Eva Cislerová	Z	6	0P+4C		PV
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	Entrepreneurship and Business Plan Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	6	2P+2C		PV
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6			PV
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6			PV
32BE-P-INPL-01	Innovation Policies Ond ej Kolínský Ond ej Kolínský (Gar.)	KZ	3	2P+0C		PV
U16E0110	International Business Life Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32BE-P-INBL-01	International Business Life Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32-IPW	International Project Workshop Petr Makovský	ZK	3	45B		PV

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

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

32BC-P-ZAVR-01	Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z	3	24C		PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
U63C5402	Business Data Processing Ivana Topolová	Z,ZK	6	2P+2C		PV
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Characteristics of the 21/22 povinn volite	ne courses of this group of Study Plan: Code=36.S. EM 21/22 P	VP Name=3.	-6.S. EK	onomika a n	nanag	ement oa
32BE-P-ACWR-01 A				K	7	3
	is a necessary skill of every university student. The goal of this primarily practical semina	ır is improvina st	udent's aca	1	_	•
• •	mar and the ability to structure academic texts correctly. Practical exercises will be included			•		
3, 0	other varieties in form and function and how it has changed over time.	100 00 11011 00 00	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	nooronoarronna	NO OII W	natio acadomic
	Vorkplace Health, Safety anf Fire Prevention			ZI	<u> </u>	3
	EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the em	nlover The right	s and oblin	1		_
	. Occupational accidents. Report of the accident. Documentation to ensure the health an		ū			
·	protection of public health. Occupational Hygiene. Personal protective equipment. Safety	-	-		iciitai Li	iginicering. I ne
·	Vorkplace Health, Safety anf Fire Prevention	o.go aa o.go		ZI	<i>x</i>	3
1	EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the em	ployer The right	e and oblic	ı		-
-	. Occupational accidents. Report of the accident. Documentation to ensure the health an		_			
	protection of public health. Occupational Hygiene. Personal protective equipment. Safety	•			ioniai Ei	iginooning. i no
·	usiness Correspondence	o.g. to arra o.g. to		ZI	<u> </u>	3
	elp students write better emails in English as emails are the most common form of writte	n communicatio	n Itie aime	1	- 1	•
	ons of language practice covering a wide range of business topics. It includes exercises of					
	sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will	•				
	sier to understand. The course also uncovers cultural differences in Czech and English b	•		, . ,		,,
<u> </u>	usiness Correspondence			ZI	K	3
	elp students write better emails in English as emails are the most common form of writte	n communicatio	n. It is aime	1		-
	ons of language practice covering a wide range of business topics. It includes exercises of					
	sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will					
and their writing will be ear	sier to understand. The course also uncovers cultural differences in Czech and English b	usiness commu	nication			
U16E0101 C	Corporate Social Responsibility			Z,Z	ZK	6
The subject deals with cor	porate social responsibility (CSR). The CSR concept builds on the principle 3P: people-p	lanet-profit. The	course foci	uses on an expla	anation (of the theoretical
background of this concep	t, the interpretation of documents regulating corporate social, economic and environmen	tal activities, and	l non-financ	cial reporting sta	ındards.	It includes a link
between the CSR concept	with corporate processes, especially business strategy, HRM, marketing, and PR. Illustr	ations of various	CSR strat	egies and practi	ces cove	er case studies
of projects designed abroa	d, and in Czech conditions.					
32BE-P-CSRS-01 C	Corporate Social Responsibility			Z,Z	ZK	6
	porate social responsibility (CSR). The CSR concept builds on the principle 3P: people-p	lanet-profit. The	course foci	uses on an expla	anation (of the theoretical
	t, the interpretation of documents regulating corporate social, economic and environmen					
between the CSR concept	with corporate processes, especially business strategy, HRM, marketing, and PR. Illustr	ations of various	CSR strat	egies and practi	ces cove	er case studies
of projects designed abroa	d, and in Czech conditions.					
32BE-P-CRTH-01 C	critical Thinking			ZI	K	3
The primary objective of th	e course is to become familiar with the essentials of correct argumentation and to impro	ve students' ana	lytical and	problem-solving	skills. T	hrough the
	se of advanced methods of argumentation, the course develops students' understanding					
decision-making with the e	mphasis on their practical application in case studies discussing recent socioeconomic a	nd political issue	es. The writ	ing and languag	e skills c	leveloped in this
	and the annual and true					

course might be used across the curriculum.

The primary observise of the occurs is to become bertillar with the expertises of corros argumentation and to inshore students a relation and involved in the protocol of resemble discussion and protocols are of advanced in the protocol of resemble discussion and protocols are of advanced in the protocol of resemble discussion and protocols are of advanced in the protocol of resemble discussion and protocols of the protocols of the protocol of	U04E0204	Critical Thinking	ZK	3			
section membry with the imphases on their particular application in case studies discussoring rotated accusations and control of the control				-			
International to send across the contracture. 1. UT66102 Cross-cultural Management 1. Managing outland diversity is crucial in makey a plabulated would and diving business across outries. Cross culture is the interaction of people from different between the product as an extraction of the contraction of the contra	discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned						
URGENIO2 Cross-cultural Management Managemen	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						
Interaging outside describe is crossed in reduces good and sold of ording business across countries. Or consolution of this interaction of people from different designation and the production of the contract the Contract of the contract section and ording to contract of the contract of			7.71				
words knowledge of cross-cultural differences and their protection are necessary to the discovery of interaction between representatives of different actional cultures and court for constructions are with a single processor of a successful management and court for successful protections are with a single processor of the court o		-		-			
and of the note compelancies of a secosatiful manager in the global environment. The course is open to subsents of all majors boxing for deposit providing about how culture shapes imagement profession is international compression as well as the cultural diversariation of the profession of the profes			_				
assignment practices in international companies as well as the cultural contractions of indicated management and gravitation members. 22.EX 6 6 Managing cultural (Cross-cultural Management) Managing cultural Managing cultural Management) Managing cultural Managin	-						
Managing cultural directivity plays proced in tradepts globalined world and dring business across countries. Once culture is the interaction of people because the procedure of the core competencies of a successful remarker in the business and its foreographic process in international configuration process. In the countries in gene to students of all majors business global for administration foreignations as well as the cultural contributions of inclined interaction foreignation interface. 1935;4949 Tax and Customs System 1936;4949 Tax and System System System 1936;4949 Tax and System System System 1936;4949 Tax and Management 1936;4949 Tax and System System System 1936;4949 Tax and Management 1936;4949 Tax and Management 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949	•						
Managing cultural directivity plays proced in tradepts globalined world and dring business across countries. Once culture is the interaction of people because the procedure of the core competencies of a successful remarker in the business and its foreographic process in international configuration process. In the countries in gene to students of all majors business global for administration foreignations as well as the cultural contributions of inclined interaction foreignation interface. 1935;4949 Tax and Customs System 1936;4949 Tax and System System System 1936;4949 Tax and System System System 1936;4949 Tax and Management 1936;4949 Tax and System System System 1936;4949 Tax and Management 1936;4949 Tax and Management 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949 Tax and System System 1936;4949 Tax and Management 2936;4949 Tax and System System 1936;4949	32BE-P-CCMN-01	Cross-cultural Management	Z.ZK	6			
be considered one of the core correlateration of a successful manager in the global environment. This course is open to suddents of all impior toxing for dispars knowledge about how culture shapes management practices in international companies are will as the culture international companies of mental control in the customs system. 183C4-940 Tax and Customs System 185C course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings. 185C Section Section	Managing cultural divers	sity plays crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from		rounds in the			
culture shapes management practices in international companies as well as the cultural orientation of individual management and organisation members. UBGSG4904 Tax and Customs System in the Capach Republic with a focus on explaining direct and indirect taxes and their effects with a focus on legial entities. The course also orients with the basics of the customs system and indirectarities. The course also orients with the basics of the customs system and indirectarities. The course also orients with the basics of the customs system and indirectarities. The course also orients with the basics of the customs system and indirectarities. The customs are counted in the customs and the customs. The customs are customs and the customs and the customs and the customs. The customs are customs and the customs and the customs and the customs. The customs are customs and the customs are customs and the customs and the customs. The customs are customs are customs and the customs are customs and the customs and the customs are customs. The customs are customs are customs are customs and the customs are customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs. The customs are customs are customs are customs are customs are customs. The customs are customs. The customs are customs. The customs are customs are customs are customs are customs are customs. The customs are cust							
UB3C494 Tax and Customs System The course is focused on the issue of the relate system in the Crach Republic with a focus on explaining direct and indirect taxes and their effects with a focus on explaining direct and indirect taxes and their effects with a focus on legal entities. UBC65402 Design and Brand Management ZK 3 2BCP-PDBMN-01 Explain the international Explain the State of the			-	edge about how			
The ocurse is boused on the issue of the entire tax system in the Capeth Republic with a focus on explaning direct and indirect taxes and their effects with a focus on legal entities. The ocurse also obtained with the basics of the ocursers system and characterizes the basic principles of tax proceedings. U16C5402 Design and Brand Management ZK 3 U83C6-PERDY DI Economic Security ZK 3 U83C6-PERDY DI Economic Security ZK 3 U84C6208 English for Intercultural Communication Z 6 Enrogation for Intercultural Communication Z 7 6 U65C9-PERDY DI Enrogation Security ZK 6 Subtestion all the ability or contained the contained and enterprenantal report in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relative information and methods to develop business plans, analyse risks and their impact on the fearbility of business plans in a contained and intercultural communication in the capeta							
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32BCP-DBMN-01 Design and Brand Management			7K	3			
UB306201 Economic Security ZK 3 32BC-P-ERB2-01 Economic Security ZK 3 104E0208 English for Intercultural Communication Z 6 101E0703 Entrepreneurship and Business Plan 102, ZK 6 102, ZK 6 102, ZK 6 102, ZK 6 103, ZK 7 103, ZK 6 103, ZK 7 103, ZK 7 103, ZK 6 103, ZK 7 103, ZK 7 103, ZK 6 103, ZK 7		ů					
JOBEC P-INFECT Economic Security ZK 3 Under 5208 English for Intercultural Communication Z 6 5 5 5 5 5 5 5 5 5							
UO4620/208 English for Intercultural Communication		· · · · · · · · · · · · · · · · · · ·					
U16E0103 Entrepreneuriship and Business Plan Students will be able to characterishe the conditions and enterpreneurial 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 impract on the feasibility of business plans). 3.2.ER - BEPL 101 Entrepreneuriship and Business Plan Suddents will be able to characterish the conditions and entrepreneurial trends in the 21st century, to evaluate a new business date and to develop a business plan (to select and use relevant information and methods to develop business plans). 3.2.ER 6 Suddents will be able to characterish elevant plans and the conditions and entrepreneurial formation and methods to develop business plans, analyse risks and their impact on the feasibility of business plans). 7.3.ER 6 Suddents and the conditions are developed to the plans and the conditions are conditions. The ability to innovation business plans (to select and use relevant business). 7.3.ER 6 Suddents will be able to characteristic plans and the conditions are conditions. The ability to innovation business plans (to select and use relevant business). 7.3.ER 6 Suddents will be conditions and the conditions are conditions. The ability to innovation business plans (to select and use relevant business). 7.3.ER 6 Suddents will be ability to innovation of the conditions and the plans and the conditions are conditions. The ability to innovation business plans (to select and use relevant business plans). 7.3.ER 6 Suddents will be ability to innovation business plans (to select and use relevant business plans). 7.3.ER 6 Suddents will be ability to innovation business plans (to select and use relevant business plans (to select and use relevant business plans (to select and use relevant business plans (to select and use relev		·					
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S2BEP-FIERPL-01 Entrepreneural productions and membras to develop a business plan (suchars with the batte to characterise the conditions and retriepreneural trends in the 21st century, to evaluate a new business idea and to develop a business plan (is elect and use relevant information and membras to develop business plan (is elect and use relevant information and membras to develop business plans, analyse risks and their impeat 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 TALQGMCS Governance and Management of Cyber Security (Tallinn University of Technology, EST) ZK 6 TALQGMCS International membras and memb		•	business plan (to	select and use			
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32BE-P-GAME-01 Introduction to Game Theory 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 Commmunication and Managerial Skills 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 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 The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial enterprises.			thy for diversity				
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U63C4401	Management Informatics	Z,ZK	6
U63C5404	Business Informatics - Database Systems	ZK	6
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32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
J63C4403	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
	ion course is focused on the marketing communication issues. The course makes students familiar with every part of the com		
· · · · · · · · · · · · · · · · · · ·	from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, mana	arketing planning, S	STP theory, ar
customer relationship r	-		
	Marketing Research	Z,ZK	6
• •	ourse, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the		
	and technique of solution from the used procedures and applications in the field of marketing practice. Students should be above and in appropriately with a professional receipt a general to a political of a marketing practice.	ole to enter and sol	ve research
· · · · · · · · · · · · · · · · · · ·	y and in cooperation with a professional research agency from the position of a marketing manager.	7.71/	
U16C5401	Marketing Research	Z,ZK	6
	e student should be able to define a problem for a research project, to specify the goals and target group, to determine the m		_
•	d procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign a	nd solve research	problems bott
· - ·	poperation with a professional research agency.	71/	
U04E0201	Networking in English	ZK	3
	al communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and straight and straight and the straig	-	
	on, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of b on and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and		
• .	k. Practical language skills will be systematically developed in contexts and situations relevant to professional work.	grammar developn	ilenii, teaniwoi
		7 71/	
	l│On-line Marketing pourse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategi	Z,ZK	6
-	realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Su		-
=	realin. It begins with exploining modern marketing techniques, emphasising the transformative role of artificial intelligence. Su parketing research, search engine marketing, and innovative content marketing, including AI and podcasting. The course also	•	
	es of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and		
in manicung, the natio			
marketing through new		_	=
	sletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and g	oodwill, leveraging	analytics and
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Al for performance mea and skills to successful	sletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ly navigate the complex online marketing ecosystem.	poodwill, leveraging om participants with	analytics and the knowledg
Al for performance mea and skills to successful U16C6401	sletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ly navigate the complex online marketing ecosystem. Online Marketing	poodwill, leveraging rm participants with	analytics and the knowledg
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Al for performance meand skills to successful U16C6401 The course deals with respect to the impact of technology market in an online envite Internet, understand students to obtain certification of the Internet of Internet, understand students to obtain certification of the Internet of Internet, understand students of the Internet, understand students of Internet, understand stud	setters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an ly navigate the complex online marketing ecosystem. Online Marketing marketing marketing marketing ecosystem. Online Marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, and the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Vironment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and ed the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform fication in the field of Internet marketing. Money, banks, financial markets Enterpreunership and Business Plan Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Seven: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance ansactions vs the capital flows performing movements in the capital account. The methodology introduces to students the im relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internationals, and the policies of protectionism or free trade. Set of case studies relating to the present state of affairs of internations on the capital flows registered in the capital account transactions. The methodology introduces to students the im relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverpora	z,ZK students will be abl . Understand how to evaluating marketing	analytics and the knowledge of the tounderstand on the target gractivities on which will allow the the economist, emphasisinternational trategies, the enanlyzed, the enanlyzed, and analyzed, and analyzed, and analyzed, and analyzed, and analyzed, analyze
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Al for performance meand skills to successful U16C6401 The course deals with respect to the impact of technology market in an online envite Internet, understand students to obtain certification of the Internet, understand students of the Internet, understand score of the Course, policy will be discussed the good and service the political economy (IPE) role of multinational control including the braking is U65C5301 Labor relations - the cruit of the Internet of the	seletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an by navigate the complex online marketing ecosystem. Online Marketing marketing marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, yo on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business, ironnent and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and ed the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforn fication in the field of Internet marketing. Money, banks, financial markets Enterpreunership and Business Plan Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Seven: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance ansactions vs the capital flows performing movements in the capital account. The methodology introduces to students the im relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations are provided to the provided provided the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations vs the capital flows registered in the capital account transactions. The methodology introduces to students the imperiation to the policies of protectionism or free trade. A set of case studies relating to the pr	z,ZK students will be able. Understand how to evaluating marketing mills and topics dealing with a topics. ZK	analytics and the knowledge of the knowledge of the to understar of hit the target of the target of the economics, emphasis international trategies, the enalyzed. The economics of the enalyzed of the economics of the enalyzed of the
Al for performance meand skills to successful U16C6401 The course deals with respect to the impact of technology market in an online envite Internet, understand students to obtain certification of the Internet of U16C6106 U16C6106 U16C6106 U16C6106 U16C6106 U16C6106 U16C6301 U16C6C6301 U16C6C6	sletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an by navigate the complex online marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, you not traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business, you not the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business, you not the traditional marketing marketing campaign. Understand the possibilities of measuring and et did the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforn fication in the field of Internet marketing. Money, banks, financial markets Enterpreunership and Business Plan Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Sever the External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance ansactions vs the capital flows performing movements in the capital account. The methodology introduces to students the immercational trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade. The course will focus on core issues of international trade and domestic poli	z,ZK students will be able. Understand how to evaluating marketing mills and topics dealing with portant section of Payment analys portant section of I arse development stational trade will be z ZK z Z X z Z X z Z X al topics dealing with portant section of I arse development stational trade will be z Z X al topics dealing with portant section of I arse development stational trade will be z Z X z X z X z X z X z X z X z	analytics and the knowledge of the knowledge of the knowledge of the tounderstar of hit the target of the the economis, emphasial trategies, the eanalyzed, and the economis, emphasial trategies, the eanalyzed, and analyzed,
Al for performance meand skills to successful J16C6401 The course deals with respect to the impact of technologement in an online environment in the impact of technologement in an online environment in the impact of technologement in an online environment in the impact of technologement in an online environment in the impact of the impa	seletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and gasurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to an by navigate the complex online marketing ecosystem. Online Marketing marketing marketing ecosystem. Online Marketing marketing strategy and the creation of a marketing campaign in an online environment. After completing this course, yo on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business, ironnent and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and ed the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platforn fication in the field of Internet marketing. Money, banks, financial markets Enterpreunership and Business Plan Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Seven: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance ansactions vs the capital flows performing movements in the capital account. The methodology introduces to students the im relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations are provided to the provided provided the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internations vs the capital flows registered in the capital account transactions. The methodology introduces to students the imperiation to the policies of protectionism or free trade. A set of case studies relating to the pr	z, zK students will be able. Understand how to evaluating marketing mills and continued to the continued to	analytics and the knowleds of the knowleds of the knowleds of the tounderstand of hit the target gractivities on which will allow the economis, emphasisinternational trategies, the enanalyzed. 3 3 4 3 6 10 3 6 11 11 11 11 11 11 11 11 11 11 11 11 1

32BC-P-PRAX-01		Z	6
	subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportu		· .
	orts the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes their mutual cooperation Part of the sales and emphasizes the sales and emphasizes are emphasized and emphasizes and emphasizes and emphasizes are emphasized and emphasizes and emphasizes are emphasized and emphasizes and emphasizes	ne study plans is s	short-term
professional internship		714	
	Presentation Skills	ZK	3
· · · · · · · · · · · · · · · · · · ·	n rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies	-	
upper-intermediate leve	kills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cours	se is aimed at inte	ermediate and
		71/	3
U04E0203	Presentation Skills	ZK	-
· · · · · · · · · · · · · · · · · · ·	nrules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies kills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The cours	-	
upper-intermediate leve		se is aimed at inte	illiediate and
U16C6102	Presentation Skills	Z	3
	n rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop the	- 1	_
· · · · · · · · · · · · · · · · · · ·	will get feed back in a form of self evaluation, "peer-review" and lecturer comments.	on our processa	
	Presentation Skills	Z	3
U16E0111	Principles of Business Negotiations and Etiquette	Z,ZK	3
			6
U16C4501	Work Performance Management n the development of managerial skills in performance management in the organization. Through lectures and seminars, studi	Z,ZK	-
	r efficient performance management in the organization and the main tasks of managers in various activities related to perfor		_
organization.	r emotent performance management in the organization and the main tasks of managers in various activities related to perfor	mance managem	ient in the
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
	·		
U63E0401	Social and Political Impacts of Modern ICT	ZK	3
	Social Determinants of Global Business	ZK	3
	troduces students of technical university to the social determinants of international business. It does that predominantly by co of individual countries and key regions of world economy. Students get to know about different religions and cultures, necess		
	exes of economic freedom, corruption and economic development, which are needed for the right investment decision. Semir	-	
	f discussions based on individual readings.	iais neip to impro-	ve on the
U63E0201	Social Determinants of Global Business	ZK	3
	troduces students of technical university to the social determinants of international business. It does that predominantly by co	1	
	of individual countries and key regions of world economy. Students get to know about different religions and cultures, necess		
	kes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars		
	is based on individual readings.		oougo
U16E0501	Talent Management	Z,ZK	6
	practical application of knowledge and basic skills of Talent Management as well as the development of personal competenci		
	resentation and to succeed during the Recruiting Process and Employee / Employer Selection process.		
U63C4303	Accounting in the Czech Republic	Z,ZK	6
	e financial reporting according to currently valid Czech accounting legislature.	_,	-
U63C6401		Z,ZK	6
	World Economy and Business	Z,ZK	6
	rudents of the technical universities to international business. Throughout the course, an interesting contrast between the inspirit	'	_
	olicy will be done. When analysing the international business context, the student must interpret the role of big players, main		
	assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic	-	
-	ed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trend	-	
	arkets, online system of payments. The methodology introduces to students the important section of International Business. T		•
of international trade an	d domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protecti	onism or free trad	le. A set of case
	esent state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Indus		
implemented by develop	ped countries		
U16C0501	Employee Selection Process	Z	3
32BC-P-ZAVR-01	Employee Selection Process	Z	3
	ted in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowle	edge, but most im	portantly, 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 pe	rspective of the a	pplicant 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 se	mester of the acad	d. year 2023/24,
the course will take place	e 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
	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	ures and dimensic	ons design and
implementation for decis	sion making purposes and results reporting using pivot charts and tables.		
U63C5402	Business Data Processing	Z,ZK	6
Design of primary syste	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	ures and dimensic	ons design and
implementation for decis	sion 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U63C4304	Tax and Customs System Otakar Schlossberger	Z,ZK	6	2P+2C		PV
U63C4401	Management Informatics Tomáš Kubálek	Z,ZK	6	0P+4C		PV
U63C4403	Management Informatics - Microsoft 365 Tomáš Kubálek	ZK	6	0P+4C		PV
U16C4401	Marketing applications Lenka Nováková	Z,ZK	6	2P+2C		PV
U16C4501	Work Performance Management Martin Šiký	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 zam ení

U63C4304	Tax and Customs System	Z,ZK	6
The course is focuse	d on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effec	ts with a focus on	legal entities.
The course also deal	s 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 applic	ation course is focused on the marketing communication issues. The course makes students familiar with every part of the com	munication mix. C	Communication
cases will be present	ed from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, ma	arketing 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, stuc	ents will learn effe	ective strategies
policies and practices	for efficient performance management in the organization and the main tasks of managers in various activities related to performance	rmance manager	ment 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 zam ení

Requirement credits in the group: In this group you have to gain 18 credits

Requirement courses in the group: In this group you have to complete at least 3 courses (at most 4)

Credits in the group: 18

Note on the grou	ip:					
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
U16C5302	Workplace Health, Safety anf Fire Prevention Josef Pros	ZK	3	2P+0C		PV
32BC-P-DBMN-01	Design and Brand Management Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
U16C5402	Design and Brand Management Petra Jílková	ZK	3	2P+0C		PV
32BC-P-KOMD-01	Commmunication and Managerial Skills Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PV
U16C6501	Commmunication and Managerial Skills Lenka Emrová	Z,ZK	6	2P+2C		PV
U51C5401	Leadership and Employee Education Kate ina Tomešková	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	Leadership and Employee Education Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6	0P+4C		PV
U63C5404	Business Informatics - Database Systems Tomáš Kubálek	ZK	6	0P+4C		PV
U63C5403	Business Informatics - Project Management Tomáš Kubálek	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6	0P+4C		PV
U63C6403	Management Informatics - web design, ERP Tomáš Kubálek	ZK	6	0P+4C		PV
U63C5302	Managerial Tools and Calculations Theodor Beran	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Theodor Beran, Arnošt Klesla Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV

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

21/22 oborové zar	n ení		
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation on OS	H. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation	is of the employee. R	isk
prevention. Training of s	taff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KH	S, Environmental Enç	gineering. Fire
protection. The law on t	he protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical eq	γuipment.	
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
_	H. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligation		
•	taff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KH	_	gineering. Fire
protection. The law on t	he protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technical eq	uipment.	
U16C5402	Design and Brand Management	ZK	3
32BC-P-DBMN-01	Design and Brand Management	ZK	3
U16C6501	Commmunication and Managerial Skills	Z,ZK	6
The aim of the course in	connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and mana	gerial skills related to	the successfu
implementation of mana	agerial practice. Students are aware of the course of the communication process and techniques that lead to successful dia	logue and achieveme	ent of goals, as
	s of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part foci	_	
•	n conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquire	ed skills in practice an	d get feedback
on their actions.			
U51C5401	Leadership and Employee Education	Z,ZK	6
The course deals with a	approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial ente	erprises.	
32BC-P-LEAD-01	Leadership and Employee Education	Z,ZK	6
The course deals with a	approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial entering	erprises.	
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
	urse, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of th	ne research 3. in relati	ion to them,
determine the method a	and technique of solution from the used procedures and applications in the field of marketing practice. Students should be a	able to enter and solv	e 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	e student should be able to define a problem for a research project, to specify the goals and target group, to determine the	method and techniqu	e of solving
•	procedures and applications in the field of marketing practice. As a marketing manager, he / she should be able to assign	and solve research p	roblems both
independently and in co	operation with a professional research agency.		
U16C6401	Online Marketing	Z,ZK	6
	arketing, marketing strategy and the creation of a marketing campaign in an online environment. After completing this course		
!			1-14-41

the impact of technology on the traditional marketing mix. Understand how they can use digital marketing to increase sales and grow their business. Understand how to hit the target market in an online environment and set the basic marketing goals of a digital marketing campaign. Understand the possibilities of measuring and evaluating marketing activities on the Internet, understand the basics of electronic commerce and the possibilities of foreign expansion. The course is based on the e-learning platform "Digital Garage", which will allow

students to obtain certification in the field of Internet marketing.

U65C5301	Labor Law	ZK	3
Labor relations - the cre	ation, modification and termination, safety, collective bargaining.	'	
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establi	shment, change and termination, liability of employer, liability of employee, collective bargaining.	<u>'</u>	
U65C6301	Legal Aspects of Consumer Protection	ZK	3
Basic information on co	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial market	s. Emphasizing the	e 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 co	nsumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial market	s. Emphasizing the	e importance of
codes of ethics as one	of the preventive tools for consumer protection and the cultivation of the consumer market.		
U63C4303	Accounting in the Czech Republic	Z,ZK	6
Module is focused on the	e financial reporting according to currently valid Czech accounting legislature.	<u> </u>	
U63C6401		Z,ZK	6
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary syste	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP meas	ures and dimensic	ns design and
implementation for deci	sion making purposes and results reporting using pivot charts and tables.		
U63C5402	Business Data Processing	Z,ZK	6
Design of primary syste	m database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP meas	ures and dimensic	ns design and
implementation for deci	sion making purposes and results reporting using pivot charts and tables.		
32BC-P-KOMD-01	Commmunication 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:

Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their Code Completion Credits Scope Semester Role members) Tutors, authors and guarantors (gar.) **Academic Writing** 32BE-P-ACWR-01 0P+2C ΚZ 3 PV Kryštof Beták Kryštof Beták Eva Císlerová (Gar.) **Business Correspondence** 0P+2C Z,LU04E0202 ZK 3 PV Eva Císlerová **Business Correspondence** 32BE-P-BCOR-01 ZK 3 0P+2C PV Eva Císlerová Eva Císlerová (Gar.) **Corporate Social Responsibility** U16E0101 Z,ZK 6 2P+2C PV Irena Jind ichovská Corporate Social Responsibility 32BE-P-CSRS-01 Z,ZK 6 2P+2C PV Irena Jind ichovská Irena Jind ichovská Irena Jind ichovská (Gar.) **Critical Thinking** 32BE-P-CRTH-01 ZK 3 0P+2C PV Ond ej Galuška Eva Císlerová Ond ej Galuška (Gar.) Critical Thinking U04E0204 ZK 3 0P+2C Z,LP\/ Ond ej Galuška U16E0102 2P+2C Z,ZK 6 PV Cross-cultural Management **Cross-cultural Management** 2P+2C 32BE-P-CCMN-01 Z,ZK 6 PV Eva Císlerová Eva Císlerová Eva Císlerová (Gar.) **English for Intercultural Communication** Ζ U04E0208 6 0P+4C P۷ Eva Císlerová **Entrepreneurship and Business Plan** U16E0103 Z,ZK 6 2P+2C PV Lucia Dobrucká **Entrepreneurship and Business Plan** 32BE-P-EBPL-01 Z.ZK 6 2P+2C PV Lucia Dobrucká Lucia Dobrucká (Gar.) Q32-6 Z,ZK 6 P۷ **EuroTeQ 6 ECTS** TALQFM ZK 6 PV Financial Modelling (Tallinn University of Technology, EST) Governance and Management of Cyber Security (Tallinn **TALQGMCS** ZK 6 P\/ University of Technology, EST) **Innovation Policies** 32BE-P-INPL-01 ΚZ 3 2P+0C PV Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.) **International Business Life** U16E0110 Z,ZK 3 1P+1C PV Vincent Blaise Montenero **International Business Life** 32BE-P-INBL-01 Z.ZK 1P+1C Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise PV Montenero (Gar.)

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

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-BCOR-01 Business Correspondence

The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate

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

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

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.

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 divers	ity is crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from diffe	erent backgrounds	s in the business
•	ss-cultural differences and their practical use increases the efficiency of interaction between representatives of different national		
•	ncies of a successful manager in the global environment. The course is open to students of all majors looking for deeper known interesting the properties of the subtractions of individual managers and agranization managers.	wledge about how	v culture shapes
	n international companies as well as the cultural orientations of individual managers and organization members.	7 7V	6
	Cross-cultural Management ity plays crucial in today's globalized world and doing business across countries. Cross culture is the interaction of people from	Z,ZK	-
	lge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of diffe	_	
	e core competencies of a successful manager in the global environment. The course is open to students of all majors looking		
culture shapes manager	ment practices in international companies as well as the cultural orientations of individual managers and organisation members	ers.	-
U04E0208	English for Intercultural Communication	Z	6
U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
	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
	methods to develop business plans, analyse risks and their impact on the feasibility of business plans).		
	Entrepreneurship and Business Plan	Z,ZK	6
	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
	methods to develop business plans, analyse risks and their impact on the feasibility of business plans).	71/	
TALQFM	Financial Modelling (Tallinn University of Technology, EST)	ZK	6
TALQGMCS	Governance and Management of Cyber Security (Tallinn University of Technology, EST)	ZK	6
I	Innovation Policies	KZ	3
- · · · · ·	neurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external conditions Change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much n		-
	ails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment,	· · ·	
	ompetitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and qua	•	
	s 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 vari	ous cases encountered in international business to give participants examples of real-life situations, help them understand w		confronted with
and train them to find ap	propriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of	factors which may	y threaten the
success of international	projects, linked both to technical or interpersonal problems.		
32BE-P-INBL-01	International Business Life	Z,ZK	3
	ous cases encountered in international business to give participants examples of real-life situations, help them understand w		
	propriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of	factors which may	y threaten the
1	projects, linked both to technical or interpersonal problems.	7 714	
	International Trade and Finance	Z,ZK	6
-	balized world, in a world of open borders It is very likely that you will work in international company or in domestic company wi this type of work you need not only training in economic and managerial fields as you study them today (and technical as wel		-
=	for working in an international environment The issue of international business and management is very extensive and comp	=	
·	bu will surely meet in your practice: international trade and international finance Both fields are closely related: trade without s		
=	while international finance is largely focused on business transactions This course is just a starting point for further study, bu	-	- 1
for you at the right time		it it is an importar	nt starting point
Tor you at the right time	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat		nt starting point
U16E0104			nt starting point
U16E0104	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat	hy for diversity	
U16E0104 32BE-P-GAME-01	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat International Trade and Finance	hy for diversity Z,ZK KZ	6 3
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are n	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ur ot required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide	hy for diversity Z,ZK KZ niversity bookstory presentations and	6 3 e or library.
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are narticles in pdf format cor	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide staining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and	hy for diversity Z,ZK KZ niversity bookstory presentations and the final test.	6 3 e or library.
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are narticles in pdf format corrudors U63E0101	The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympat International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide attaining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory	hy for diversity Z,ZK KZ niversity bookstory presentations and the final test. KZ	6 3 e or library. d academic
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are or articles in pdf format cor U63E0101 U04E0201	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide staining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English	hy for diversity Z,ZK KZ niversity bookston presentations and the final test. KZ ZK	6 3 e or library. d academic
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are narticles in pdf format corruda E0101 U04E0201 Focusing on the practica	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide taining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate	hy for diversity Z,ZK KZ niversity bookstor presentations and the final test. KZ ZK tegies of effective	6 3 e or library. d academic 3 3 and appropriate
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are no articles in pdf format corrudos U63E0101 U04E0201 Focusing on the practical business communication	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide taining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but interaction and	hy for diversity Z,ZK KZ niversity bookston presentations and the final test. KZ ZK tegies of effective siness contacts w	6 3 e or library. d academic 3 and appropriate vith people who
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are narticles in pdf format corrugation under the control of the control	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide staining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generally in the contraction and behaviour of the course is the sum of the course is the sum of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generally interactions.	hy for diversity Z,ZK KZ niversity bookston presentations and the final test. KZ ZK tegies of effective siness contacts w	6 3 e or library. d academic 3 and appropriate vith people who
U16E0104 32BE-P-GAME-01 Teaching Strategy: The or However, students are or articles in pdf format corrugation of the control o	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide staining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated to professional work.	hy for diversity Z,ZK KZ niversity bookstor presentations and the final test. KZ ZK tegies of effective siness contacts w grammar developr	6 3 e or library. d academic 3 and appropriate with people who nent, teamwork,
U16E0104 32BE-P-GAME-01 Teaching Strategy: The of However, students are narticles in pdf format corrupts using the state of the state o	International Trade and Finance Introduction to Game Theory course is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of the trequired to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide staining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated anguage skills will be systematically developed in contexts and situations relevant to professional work. On-line Marketing	hy for diversity Z,ZK KZ niversity bookston presentations and the final test. KZ ZK tegies of effective siness contacts w grammar developr Z,ZK	6 3 e or library. d academic 3 and appropriate with people who nent, teamwork,
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U16E0104 32BE-P-GAME-01 Teaching Strategy: The oraticles in pdf format corulation of the practical business communication might help with extension and individual feedback. 32BE-P-OMAR-01 This online marketing comparishment of the point of the properties of the properties of the properties of the properties of the point of the properties of the prope	International Trade and Finance Introduction to Game Theory ourse is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide taining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate In interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but an and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated and severated are successful performance on the homework assignments and interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but an and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated shall be systematically developed in contexts and situations relevant to professional work. On-line Marketing urse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies and in the second strategies and the second strategies. It is a second sector and approach and programmatic advertising, additionally, it focuses on managing digital inpublic relations and getters and explores display and programmatic advertising. Additionally, it focuses on managing digital properties are ravigated the complex online marketing ecosystem. Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa External Balance, Exchange Rate Policy, Free Markets vs Strat	hy for diversity Z,ZK KZ niversity bookston presentations and the final test. KZ ZK tegies of effective siness contacts w grammar developr Z,ZK s and understand sequent modules delves into the ar affiliate marketing odwill, leveraging in participants with Z,ZK I topics dealing wi of Payment analys sortant section of se development s ational trade will b Z,ZK I topics dealing wi of Payment analys sortant section of less development s ational section of less development s ortant section of less development s	6 3 e or library. d academic 3 and appropriate with people who ment, teamwork, 6 ling consumer a cover essential tof storytelling g, rethinks email g analytics and in the knowledge 6 th the economic sis, emphasising International trategies, the e analyzed. 6 th the economic sis, emphasising linternational trategies, the enalyzed.
U16E0104 32BE-P-GAME-01 Teaching Strategy: The oraticles in pdf format corulation of the practical business communication might help with extension and individual feedback. 32BE-P-OMAR-01 This online marketing comparishment of the point of the properties of the properties of the properties of the properties of the point of the properties of the prope	International Trade and Finance Introduction to Game Theory ourse is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide training all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of buth and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated advertising with a significant emphasis on Al-driven strategies and the separate has been developed in contexts and situations relevant to professional work. On-line Marketing uruse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies and the sploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subtracting research, search engine marketing, and innovative content marketing, including Al and podeasting. The course also use of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and setters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and generated digital marketing plan. This comprehensive curriculum is designed to arranavigate the complex online marketing ecosystem. Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa External Balance, Exchange Rate Policy, Free Markets vs Strategi	hy for diversity Z,ZK KZ niversity bookstory presentations and the final test. KZ ZK tegies of effective siness contacts was prammar developed. Z,ZK s and understand sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent	6 3 e or library. d academic 3 and appropriate with people who ment, teamwork, 6 ling consumer a cover essential tof storytelling g, rethinks email g analytics and in the knowledge 6 th the economic sis, emphasising International trategies, the e analyzed. 6 th the economic sis, emphasising linternational trategies, the enalyzed.
U16E0104 32BE-P-GAME-01 Teaching Strategy: The oraticles in pdf format corulation of the practical business communication might help with extension and individual feedback. 32BE-P-OMAR-01 This online marketing comparishment of the point of the properties of the properties of the properties of the properties of the point of the properties of the prope	International Trade and Finance Introduction to Game Theory ourse is taught in English and is set on specialized foreign literature sources which might not be generally available in the ure of required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide taining all the basic knowledge which needs to be mastered for successful performance on the homework assignments and Introduction to Game Theory Networking in English I communicative needs of the students, the aim of the course is to acquire and systematically develop language skills and strate In interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but an and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated and severated are successful performance on the homework assignments and interaction and behaviour in typical networking situations (personal branding, creation and management of a network of but an and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and generated shall be systematically developed in contexts and situations relevant to professional work. On-line Marketing urse provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies and in the second strategies and the second strategies. It is a second sector and approach and programmatic advertising, additionally, it focuses on managing digital inpublic relations and getters and explores display and programmatic advertising. Additionally, it focuses on managing digital properties are ravigated the complex online marketing ecosystem. Political Economy of International Trade Relations an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Severa External Balance, Exchange Rate Policy, Free Markets vs Strat	hy for diversity Z,ZK KZ niversity bookstory presentations and the final test. KZ ZK tegies of effective siness contacts was prammar developed. Z,ZK s and understand sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent modules delves into the araffiliate marketing podwill, leveraging in participants with the sequent	6 3 e or library. d academic 3 and appropriate with people who ment, teamwork, 6 ling consumer a cover essential tof storytelling g, rethinks email g analytics and in the knowledge 6 th the economic sis, emphasising International trategies, the e analyzed. 6 th the economic sis, emphasising linternational trategies, the enalyzed.

32BE-P-PRSK-01 Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop

their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.

U04E0203 Presentation Skills

Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop

their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level.

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
I			

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

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

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

7.7K

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L1111	English Language 1 Eva Císlerová	Z	6	0P+4C	Z	J
U04L1101	English Language 1	Z	6	0P+4C	Z	J

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

U04L1111 English Language 1 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

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:

11010 011 1110 5	group.					
Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L2111	English Language 2 Eva Císlerová	Z	6	0P+4C	L	J
U04L2101	English Language 2	Z	6	0P+4C	L	J

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

U04L2111 English Language 2 7 6 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. U04L2101 English Language 2 7 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

Code of the group: 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:

false beginners.

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L3101	English Language 3 Eva Císlerová	Z	6	0P+4C		J
U04L3102	English Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3501	French Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3401	German Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3601	Russian Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1	Z	3	0P+2C		J

U04L3601	Russian Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1	Z	3	0P+2C		J
	the courses of this group of Study Plan: Code=3.S. EM-J 21/22 Nar	ne=3.s. Ekon	omika a	management	jazy	/ky od 21/22
	English Language 3			Z		6
	r students of bachelor managerial studies. Seminars cover Business Terminology and Con			•		
	lls - reading, writing, speaking and listening, on understanding and orientation in a wide-ra	•	strengthenir	ng and improving	gramr	mar. All
	skills are submitted to the goal of developing the required level needed for students' profe	essional life.				
	English Language 3-1			Z		3
	r students of bachelor managerial studies. Seminars cover Business Terminology and Con			•		
	lls - reading, writing, speaking and listening, on understanding and orientation in a wide-ra		strengthenir	ng and improving	gramr	mar. All
interconnected language	skills are submitted to the goal of developing the required level needed for students' profe	essional life.				
U04L3501	French Language 3-1			Z		3
The course is suitable for	bachelor students. The course develops all language competencies in the French languag	e at level A2-B1 a	according to	the CEFR: speak	ng, re	ading, listening
and writing. In the course	e, students foster their knowledge of grammar and vocabulary for everyday situations. The	course focuses of	n communic	ative skills. It is s	uitable	e 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	ge at level A2-B1 a	according to	the CEFR: speak	ng, re	ading, listening
and writing. In the course	, students foster their knowledge of grammar and vocabulary for everyday situations. The cou	irse focuses on co	mmunicative	skills. It is suitabl	o for p	re-intermediate
students.						
U04L3503	Portuguese Language 3-1			Z		3
The course is suitable fo	r bachelor students. The course develops all language skills in the Portuguese language a	t level A1 accordi	ng to the CE	FR: speaking, re	ading,	, listening and
writing. Students will fam	iliarise themselves with the basics of Portuguese grammar and lexis for everyday situation	s. The course foo	cuses on cor	nmunicative skills	. It is	suitable for
biginners/ false beginner	S					
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/ U04L3502 Spanish Language 3-1 Z

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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
U04L4101	English Language 4 Eva Císlerová	Z,ZK	6	0P+4C	L	J
U04L4102	English Language 4-1 Eva Císlerová	Z,ZK	3	0P+2C	L	J
U04L4501	French Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
U04L4401	German Language 4-1 Eva Císlerová	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 accedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

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 accdemic 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		3
The course develops co	mmunicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listenin	g and writing. It pr	ovides an
introduction to sociocul	ural aspects of present-day France and French-speaking world.		
U04I 4401	German Language 4-1	7	3

U04L4502 Spanish Language 4-1 Z 3

The course is suitable for book less students. The course develope all lenguage skills in the Spanish language on the level A4 seconding to the CEER conding to state in a

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 anf Fire Prevention	ZK	3

Basic legislation on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations of the employee. Risk prevention. Training of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Environmental 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 pasanger 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 aplication using various means of transport.

,	3		
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.

32BCP-KOMD-01	Communication and Managerial Skills	Z,ZK	6
32BC-P-LEAD-01	Leadership and Employee Education	Z,ZK	6
	ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indust		
2BC-P-MACA-01	Macroeconomic Analysis	ZK	3
2BC-P-MATP-01	Applied Materials in Technology	ZK	3
2BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
2BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
2BC-P-MJAK-01	Quality Management	ZK	3
	course consists of various quality management systems with a focus on the most frequently used systems as well as non-systematic		
	contains examples of practical use of quality systems.	арр. одооо то ч	juay u.
2BC-P-MKVY-01	Marketing Research	Z,ZK	6
	ne course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the res	•	_
determine the me	thod and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able	to enter and solv	e research
	problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
2BCP-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
2BC-P-OMAR-01	Online marketing	Z,ZK	6
2BC-P-OPVY-01	Operational Research	Z,ZK	6
2BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
	n consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. E		mportance
	codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.		
2BC-P-PEBA-01	Money, banks, financial markets	ZK	3
2BC-P-PRAP-01	Labor Law	ZK	3
	Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.		·
2BC-P-PRAX-01	Internship	Z	6
	of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunit		-
experience. MÚ\	'S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of th	e study plans is	short-term
	professional internship of a pilot nature.		
2BC-P-PRSK-01	Presentation Skills	Z	3
2BC-P-UCCR-01	Accounting in the Czech Republic	Z,ZK	6
2BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
	Artificial Intelligence	Z,ZK	3
32BC-P-UMIN-01	Artificial Intelligence Corporate Management		6
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2BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to	to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bu	siness plan (to se	ect and use
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans		
2BE-P-GAME-01	Introduction to Game Theory	KZ	3
	The course is taught in English and is set on specialized foreign literature sources which might not be generally available in the un	-	-
	are not required to use the original textbooks to prepare for the course. Instead, after each lecture they will be provided with slide p		
	If format containing all the basic knowledge which needs to be mastered for successful performance on the homework assignment		
2BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
2BE-P-INBL-01	International Business Life	Z,ZK	3
	arious cases encountered in international business to give participants examples of real-life situations, help them understand wha I appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of fa		
	success of international projects, linked both to technical or interpersonal problems.	ctors willon may t	ineaten the
BE-P-INPL-01	Innovation Policies	KZ	3
,	eneurial, social, and institutional innovationes are a key factor helping societies to adapt to quickly changing external conditions. T	1	-
-	to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much mo	' = '	-
intervenstion. This e	entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, ar	nd prioritization of	results. The
ter can aim to foster o	competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality	of life (regionak v	alue theory
There a	are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very di	fferent results.	
BE-P-ITRF-01	International Trade and Finance	Z,ZK	6
-	globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with i		=
	or this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if		
•	ng for working in an international environment The issue of international business and management is very extensive and comple		
-	you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without sec	-	
	ile, while international finance is largely focused on business transactions This course is just a starting point for further study, but it right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and s	•	
BE-P-OMAR-01	On-line Marketing	Z.ZK	6
l l	g course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies	,	-
_	I realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsec		_
_	marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also de	-	
pics such as digital n	and of All appared video and makile marketing and offertive appiel modic strategies. It addresses the impact of influences and off		
-	ces of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and aff	iliate marketing, re	ethinks ema
marketing, the nuanc	wsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and good	•	
marketing, the nuand narketing through new		dwill, leveraging a	nalytics and
marketing, the nuand narketing through new	wsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and good	dwill, leveraging a	nalytics and
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U00C6104 Practice		
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The classification of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunit experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the 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 strategie		
business communication, interaction and behaviour in typical networking situations (personal branding, creation and management of a network of business		
night help with extension and development of business opportunities) through language analysis, role-plays and practice situations, vocabulary and gram and individual feedback. Practical language skills will be systematically developed in contexts and situations relevant to professions	•	eamwork,
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 intern	nediate or upper-int	ermediate
evel, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	ŭ	٠ ١
such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails	-	es clearly,
and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu U04E0203 Presentation Skills	ZK	3
U04E0203 Presentation Skills Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in I		_
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	-	- 1
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	n-solving skills. Thro	ugh the
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved		
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and lan	nguage skills develo	ped in this
course might be used across the curriculum.	7	
U04E0208 English for Intercultural Communication	Z 7	6
U04L1101 English Language 1 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramn	_	6
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening are		
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 gramm	nar. The course fo່cເ	uses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening are		ar. All
interconnected language skills are submitted to the goal of developing the required level needed for students professional life	e. 	
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. rea istening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		- 1
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		gramman
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. rea	nding, writing, speak	ing and
istening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthe		grammar.
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profes		
U04L3101 English Language 3		
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gramn	Z	6
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening an	nar. The course focu	uses on
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar interconnected language skills are submitted to the goal of developing the required level needed for students' professional life	mar. The course focund improving gramm	uses on
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U04L4102	English Language 4-1	Z,ZK	3
	uitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. read standing and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengther		-
-	All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profess		
U04L4401	German Language 4-1	Z	3
U04L4501	French Language 4-1	Z	3
The course dev	elops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening a introduction to sociocultural aspects of present-day France and French-speaking world.	and writing. It p	rovides an
U04L4502	Spanish Language 4-1	Z	3
	able for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: spe	-	1
writing. Students w	vill familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative s	kills. The cours	e is designed
114000504	EXCLUSIVELY for beginners/ false beginners.		
U16C0501	Employee Selection Process	Z	3
U16C1101 U16C2202	Principles of Management Project Management Basics	Z,ZK Z,ZK	6
U16C2301		Z,ZK ZK	3
U16C2401	Logistics Marketing	Z,ZK	6
	purse makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing	,	1
and the application	thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution policy, type	s of intermedia	te distributior
	links, marketing distribution systems, marketing communications and new trends in marketing.		
U16C3501	Human Resources Management	ZK	3
	ices modern principles and practices of human resource management in the organization, explains the key role of human resource manages of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the	-	
U16C4401	Marketing applications	Z,ZK	6
	plication course is focused on the marketing communication issues. The course makes students familiar with every part of the commun	,	_
cases will be prese	ented from the theoretical and practical view. Furthermore, the course presents these issues - management marketing strategy, marketing	ng planning, ST	P theory, and
	customer relationship management.		
U16C4501	Work Performance Management	Z,ZK	6
	sed on the development of managerial skills in performance management in the organization. Through lectures and seminars, students vactices for efficient performance management in the organization and the main tasks of managers in various activities related to perform		•
F F	organization.	g	
U16C5302	Workplace Health, Safety anf Fire Prevention	ZK	3
Racia logicla			
_	tion on OSH. EU, Czech Labour Code. Implementing regulations of the Labour Code. Duties of the employer. The rights and obligations		
prevention.Training	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Envi	ronmental Engi	
prevention.Training prote	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Enviction. The law on the protection of public health. Occupational Hygiene. Personal protective equipment. Safety signs and signals. Technically	ronmental Engi cal equipment.	neering. Fire
prevention.Training protection	g of staff. Occupational accidents. Report of the accident. Documentation to ensure the health and safety. Labour Inspection, KHS, Envi	ronmental Engi cal equipment. Z,ZK	neering. Fire
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U16E0103	Entrepreneurship and Business Plan	Z,ZK	6
Students will be at	ole to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business idea.		ect and use
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plan	•	
U16E0104	International Trade and Finance	Z,ZK	6
U16E0105	Political Economy of International Trade Relations	Z,ZK	6
Throughout the cou	irse, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several to	pics dealing with th	ie economic
policy will be discus	ssed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of P	ayment analysis, e	mphasising
-	vice transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the impo		
	(IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse	•	• .
	nal corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internat		
U16E0110	International Business Life	Z,ZK	3
	at various cases encountered in international business to give participants examples of real-life situations, help them understand wha		I
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 far	ctors which may th	reaten 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 air	ned at practical application of knowledge and basic skills of Talent Management as well as the development of personal competencies		n order to
	improve individual self-presentation and to succeed during the Recruiting Process and Employee / Employer Selection proce		
U16E1101	Principles of Management	Z,ZK	6
Management is a k	ey discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and con	tent, methods and	tools, while
	g faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions		
-	ust a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, m		
	pasics of management in the context of its modern trends and is therefore the starting point for further study of managerial and econo		
U16E2401	Principles of Marketing	Z,ZK	6
	s on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing a	•	
techniques used in	market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and dec	isions in the areas	of product,
	pricing, distribution and communication.		
U51C2301	Managerial Psychology	ZK	3
	aints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo	-	
	recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana	-	
-	ne personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology.		
_	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manag		-
	uces the principles of human development and psychological characteristics of selected developmental periods, personality psychologogical characteristics of selected developmental periods, personality psychologogical thinking, it allows them to look at the		
· · · · · · · · · · · · · · · · · · ·	amics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the		
	henomena around them with theoretical background and concepts of social psychology so that they can understand people's social b Eudents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe		
	also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobb		
U51C2307	Managerial Psychology		3
	initial respondings aints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo	Z,ZK	
-	recognize and assess of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel mana	-	
	ne personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology. They will become acquainted with the basic concepts of personality psychology.	-	
· · · · · · · · · · · · · · · · · · ·	eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manag		
_	uces the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics developmental periods are selected developmental periods.		
	amics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the		
	henomena around them with theoretical background and concepts of social psychology so that they can understand people's social b		
deeper contexts. S	tudents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe	ecially in difficult life	e 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 mobb	ing, bossing, burn	out, etc.
U51C5401	Leadership and Employee Education	Z,ZK	6
	ourse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indus		
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	e teacher at the be	eginning of
the semester. In t	he course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the rec	quired 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 ar	nd 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
	s on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perfor	, ,	accounting
	records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial stater	nents.	
U63C3401	Information Systems and Design	ZK	3
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		information
	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data mo	odeling.	
U63C4101	Statistics 2	Z,ZK	6
	lops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired		
	to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the kn		
			'

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 7K 3 Macroeconomics 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 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 Z,ZK Tax and Customs System 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 Z,ZK Management Informatics 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 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 Z,ZK **Business Data Processing** 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 U63C5404 Business Informatics - Database Systems 7K 6 U63C6201 **Economic Security** ZK 3 U63C6401 Z.ZK 6 U63C6403 Management Informatics - web design, ERP ZK 6 U63E0101 Introduction to Game Theory ΚZ 3 U63E0201 Social Determinants of Global Business 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 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 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 ZK 3 Labor Law 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 ZK Transport Technology 3 Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger 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 aplication using various means of transport. U77C0003 **Ecology and Technology** Z,ZK 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 ZK U77E0004 Applied Materials in Technology 3 U77E0006 Artificial Intelligence Z,ZK

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