Study plan

Name of study plan: B-EM-P prezen ní studium od 22/23

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Economics and Management

Type of study: Bachelor full-time

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

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 96

The role of the block: Z

Code of the group: 1.S. EM 22/23

Name of the group: 1.s. Ekonomika a management povinné p edm ty od 22/23 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 Pavel Andres	ZK	3	0P+2C	Z	Z
U63C1101	Mathematics 1 Eliška Cézová	Z,ZK	6	2P+2C		Z
U63C1301	Business Economics Petr Marek	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 (Gar.)	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=1.S. EM 22/23 Name=1.s. Ekonomika a management povinné p edm ty od 22/23

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 22/23

Name of the group: 2.s. Ekonomika a management povinné p edm ty od 22/23

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	ZK	3	2P+0C	L	Z
U16C2401	Marketing Petra Jílková Petra Jílková	Z,ZK	6	2P+2C	Z,L	Z
32BC-P-MAT2-01	Mathematics 2 Nikola Kasp íková, Ji í Nárožný, Eliška Cézová, Leopold Herrmann Nikola Kasp íková Nikola Kasp íková (Gar.)	Z,ZK	6	2P+2C		Z
U63C2101	Mathematics 2 Leopold Herrmann	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	Z,ZK	3	1P+1C		Z

Characteristics of the courses of this group of Study Plan: Code=2.S. EM 22/23 Name=2.s. Ekonomika a management povinné p edm ty od 22/23

U16C2301	Logistics	ZK	3					
U16C2401	Marketing	Z,ZK	6					
The Marketing course n	The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmentation, marketing research, marketing mix							
and the application there	eof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution polic	y, types of interme	diate distribution					
links, marketing distribu	tion systems, marketing communications and new trends in marketing.							
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6					
U63C2101	Mathematics 2	Z,ZK	6					
U16E2401	Principles of Marketing	Z,ZK	6					
The course focuses on	understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketi	ng and learn the p	procedures and					
techniques used in mar	ket segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and	decisions in the a	reas of product,					
pricing, distribution and	communication.							
TV2	Physical Education	Z	0					
U63C3301	Accounting	Z,ZK	6					
The course focuses on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform a simplified form accounting								
records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statements.								
U16C2202	Project Management Basics	Z,ZK	3					

Code of the group: 3.S. EM 22/23

Name of the group: 3.s. Ekonomika a management od 22/23 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:

note on the grou	ıρ.					
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-HRMN-01	Human Resources Management Martin Šiký Martin Šiký (Gar.)	ZK	3	2P+0C		Z
32BC-P-ISPR-01	Information Systems and Design Ji í Kaiser Ji í Kaiser (Gar.)	ZK	3	1P+1C		Z
U63C3401	Information Systems and Design Ji í Kaiser	ZK	3	1P+1C	Z	Z
32BE-P-MNPS-01	Managerial Psychology Vincent Blaise Montenero	Z,ZK	3	1P+1C		Z
U51E2301	Managerial Psychology Vincent Blaise Montenero	Z,ZK	3	1P+1C		Z
U51C2307	Managerial Psychology Lenka Emrová	Z,ZK	3	1P+1C		Z
U51C2301	Managerial Psychology Lenka Emrová	ZK	3	1P+1C	L	Z
32BC-P-MNPS-01	Managerial Psychology Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	3	1P+1C		Z
U63E3201	Microeconomics Petr Makovský	ZK	3	2P+0C		Z
32BE-P-MICR-02	Microeconomics Petr Makovský	ZK	3	2P+0C		Z

U63C3201	Petr Makovský	ZK	3	2P+0C	Z	Z
32BC-P-MIKR-02	Microeconomics Petr Adámek, Jaroslav Krameš, Petr Makovský Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C		Z
32BC-P-PRAV-01	Law Ji í Všete ka Ji í Všete ka Ji í Všete ka (Gar.)	ZK	3	2P+0C		Z
U65C3301	Law	ZK	3	2P+0C		Z
U16C3501	Human Resources Management Martin Šiký	ZK	3	2P+0C	Z	Z
32BC-P- LZD-01	Human Resources Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	ZK	3	2P+0C		Z
32BC-P-STA1-01	Statistics 1 Tomáš Löster, Tomáš Macák, Ji í Zmatlík Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C		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 22/23 Name=3.s. Ekonomika a management od 22/23 povinné p edm ty

32BE-P-HRMN-01 Human Resources Management The course introduces modern principles and practices of human resource management (HRM) 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. 32BC-P-ISPR-01 Information Systems and Design ZK. 3 Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling. U63C3401 Information Systems and Design ZK 3 Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling. 32BE-P-MNPS-01 Managerial Psychology Z,ZK 3 U51E2301 Z.ZK Managerial Psychology 3 Managerial Psychology U51C2307 Z.ZK

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.

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.

32BC-P-MNPS-01 Managerial Psychology

Z,ZK

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
32BE-P-MICR-02	Microeconomics	ZK	3
U63C3201		ZK	3
32BC-P-MIKR-02	Microeconomics	ZK	3

The subject introduces students to the functioning of the market mechanism and the behavior of partial economic subjects. Market equilibrium is explained with respect to consumer behavior from the perspective of utility theory and producer behavior. The equilibrium of the enterprise with the impact on the market of production factors is explained on the example of cost functions.

32BC-P-PRAV-01	Law	ZK	3
U65C3301	Law	ZK	3
Following the initial last	iron on the Czach legal ayatam and its constitutional foundations the course Law will focus an private and corporate law, and	ther fields of law	This introduction

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.

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.

32BC-P-STA1-01 | 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.

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 22/23

Name of the group: 4.s. Ekonomika a management od 22/23 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:

U63F4201

Macroeconomics

32BC-P-MACR-01 Macroeconomics

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 Aliya Algozhina	ZK	3	2P+0C		Z
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		Z
U63C4201	Macroeconomics František H ebík	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics Theodor Beran, Petr Makovský, František H ebík Petr Makovský Theodor Beran (Gar.)	ZK	3	2P+0C		Z
U63C4302	Corporate Financial Management Miroslav Sponer	Z,ZK	6	2P+2C		Z
32BC-P-POFI-01	Corporate Financial Management Petr Marek, Miroslav Sponer Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C		Z
32BC-P-STA2-01	Statistics 2 Tomáš Löster, Tomáš Macák, Ji í Zmatlík Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C		Z
U63C4101	Statistics 2 Tomáš Macák	Z,ZK	6	2P+2C	L	Z
32BC-P-ZODB-02	Fundamentals of Thesis Petr Vym tal, Hana Úlehlová Petr Vym tal Petr Vym tal (Gar.)	Z	3	2P+0C		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 22/23 Name=4.s. Ekonomika a management od 22/23 povinné p edm ty

7K

ZK

003L 1 201	Macroeconomics					
This course provides ba	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 equil	brium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquid	lity-money) model	, describing the			
goods market and finan	cial markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. It is further ta	ken to the open e	conomy setting			
and presented as the fa	mous Mundell-Fleming model, including the policy trilemma or impossible trinity concept. The effects of fiscal policy and mor	netary policy on th	e domestic			
economy are summariz	ed as well. The history of modern macroeconomics concludes the course. The main textbook is Blanchard (2021). This cours	se has only lecture	s, no seminars.			
32BE-P-MACR-01	Macroeconomics	ZK	3			
This course provides the	e main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations des	scribing its market	s. Graphical			
representations of equil	brium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquid	lity-money) model	, characterizing			
the goods and financial	markets in the short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, tl	ne Solow model as	s a fundamental			
economic growth frame	work is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the fa	mous Mundell-Fle	ming model,			
including the Policy Trile	mma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course	has only lectures	and no exercise			
sessions.						
U63C4201	Macroeconomics	ZK	3			
Subject introduces students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from basic economic schools.						
These schools have overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and problems of national economy						
and equilibrium at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous monetary and fiscal policy.						

U63C4302	Corporate Financial Management	Z,ZK	6				
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main							
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and							
maximize wealth for sha	areholders.						
32BC-P-POFI-01	Corporate Financial Management	Z,ZK	6				
The aim is to widen and	deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well a	s performance ar	alysis. The main				
emphasis will be placed	on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target ente	rprise, increase m	narket value and				
maximize wealth for sha	areholders.						
32BC-P-STA2-01	Statistics 2	Z,ZK	6				
U63C4101	Statistics 2	Z,ZK	6				
The course develops or	the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired	d during the study	Statistics I.				
Deepening relates to the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge acquired in previous							
Statistics I course. After completing the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge from both quantitative and							
qualitative data files.							
32BC-P-ZODB-02	Fundamentals of Thesis	Z	3				

Code of the group: 5.S. EM 22/23

Fundamentals of Thesis

Name of the group: 5.s. Ekonomika a management od 22/23 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:

U00C4104

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 Otakar Schlossberger (Gar.)	ZK	3	2P+0C		Z
32BC-P-OPVY-01	Operational Research Ji í Nárožný, Petr Makovský, Ladislav Vaniš, Jakub Hanousek Ji í Nárožný 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 22/23 Name=5.s. Ekonomika a management od 22/23 povinné p edm ty

U63C5301	Financial and Tax Environment	ZK	3
Development and curre	nt state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions	of an advanced m	arket economy.
Definition of the categor	y "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	financial institution	ons in the current
market system. Tax sys	tem in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.		
32BC-P-FIDS-01	Financial and Tax Environment	ZK	3
Development and curre	nt state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions	of an advanced m	arket economy.
Definition of the categor	y "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	financial institution	ons in the current
market system. Tax sys	tem 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 sele	ect the best of the	acceptable
solutions.			

Code of the group: 6.S. EM 22/23

Name of the group: 6.s. Ekonomika a management od 22/23 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
32BC-P-BCPR-01	Bachelor Thesis Old ich Bronec, Petra Jílková, Theodor Beran, Martin Šiký, Lenka Emrová, Petr Makovský, Tomáš Löster, Tomáš Macák, Ji í Zmatlík, Tomáš Macák	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 (Gar.)	ZK	3	2P+0C		Z
U16C6302	Quality Management Ond ei Hykš	ZK	3	2P+0C	L	Z

Characteristics of the courses of this group of Study Plan: Code=6.S. EM 22/23 Name=6.s. Ekonomika a management od 22/23 povinné p edm ty

T	I	_	_		
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 cours	se consists of various quality management systems with a focus on the most frequently used systems as well as non-system	atic approaches	to quality. It also		
contains examples of pr	actical use of quality systems.				
U16C6302	Quality Management	ZK	3		
The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also					
contains examples of practical use of quality systems.					

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 42

The role of the block: PV

Code of the group: EM-T 22/23

Name of the group: Ekonomika a management technické p edm ty od 22/23 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
U77E0004	Applied Materials in Technology	ZK	3	2P+0C		PV
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence 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 Michael Pond Ií ek	Z,ZK	3	1P+1C	Z	PV
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA Miloš Ulman Miloš Ulman Miloš Ulman (Gar.)	ZK	3	0P+2C		PV
32BC-P-ERGO-01	Ergonomics Tereza Náplavová Semrádová Tereza Náplavová Semrádová Tereza Náplavová Semrádová (Gar.)	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
U77C0006	Artificial Intelligence Olga Št pánková	Z,ZK	3	1P+1C	*	PV
32BC-P-UMIN-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková (Gar.)	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 ik Jaroslav Bur ik Jaroslav Bur ik (Gar.)	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=EM-T 22/23 Name=Ekonomika a management technické p edm ty od 22/23

U77E0004	Applied Materials in Technology	ZK	3
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
U77E0006	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-0°	Communication Systems and Technologies	ZK	3
U63E0402	Communication Systems and Technologies	ZK	3
U77C0003	Ecology and Technology	Z,ZK	3
•	ion and sustainable development and their development since 1990 and current sustainability problems, trends, sources of infrand institutional environmental protection in the Czech Republic in the context of the EU and the world (UN).	formation about the	e environment
	Enterprise Management in SAP S/4 HANA	ZK	3
	is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi		knowledge of
	d business processes of sales and logistics, production and human resources management in SAP S/4HANA		_
32BC-P-SAPH-0	1 Enterprise Management in SAP S/4 HANA	ZK	3
	is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi	ides students with	knowledge of
fundamental integrate	d business processes of sales and logistics, production and human resources management in SAP S/4HANA.		
	.1 _		_
32BC-P-ERGO-0	1 Ergonomics	ZK	3
	1 Ergonomics quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requ	1	-
The student should ac		uirements for work	ing while sitting,
The student should ac standing, and using a	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requ	uirements for work	ing while sitting,
The student should ac standing, and using a	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestrent computer. The course also includes understanding spatial perception and the interaction between a person and their environm	uirements for work	ing while sitting,
The student should ac standing, and using a issues caused by prole U77C0004	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion computer. The course also includes understanding spatial perception and the interaction between a person and their environn conged passive sitting in poorly adjusted conditions.	uirements for work	ing while sitting, eventing health
The student should ac standing, and using a issues caused by prole U77C0004	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion computer. The course also includes understanding spatial perception and the interaction between a person and their environmonged passive sitting in poorly adjusted conditions. Engineering Materials	uirements for work nent, as well as pro ZK	ing while sitting, eventing health
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion computer. The course also includes understanding spatial perception and the interaction between a person and their environment of passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology	uirements for work nent, as well as pro	ing while sitting, eventing health 3 3 3
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpormode, technologic fac	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion computer. The course also includes understanding spatial perception and the interaction between a person and their environment process process and stress particulars and their environment process. Engineering Materials Applied Materials in Technology Transport Technology Intercontructure transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of urban transit and their aplication using vertical process proces	ZK ZK ZK ZK anisation of traffic in	ing while sitting, eventing health 3 3 3 n each transport
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transport mode, technologic fac	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion computer. The course also includes understanding spatial perception and the interaction between a person and their environment properties of passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology Interchapted passive sitting in poorly adjusted conditions. In applied Materials in Technology Transport Technology In technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport, organized in the planning in pasanger and freight transport planning in pasanger and	ZK ZK ZK ZK anisation of traffic in	ing while sitting, eventing health 3 3 3 n each transport
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion to the course also includes understanding spatial perception and the interaction between a person and their environment on the person and their environment of passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology Trechnology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of urban transit and their aplication using void Transportation Technology	ZK ZK ZK ZK anisation of traffic invarious means of tr	ing while sitting, eventing health 3 3 3 n each transport ansport. 3 n each transport
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion and the interaction between a person and their environmental passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology rt technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of urban transit and their aplication using volumental processing to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volumental processing transportation Technology	ZK ZK ZK ZK anisation of traffic invarious means of tr	ing while sitting, eventing health 3 3 3 n each transport ansport. 3 n each transport.
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The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo mode, technologic fac U77E0002	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion to the course also includes understanding spatial perception and the interaction between a person and their environment on the person and their environment of passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology Trechnology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of urban transit and their aplication using void Transportation Technology	uirements for work nent, as well as provided to the second	ing while sitting, eventing health 3 3 3 n each transport ansport. 3 n each transport ansport.
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The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo mode, technologic fac U77E0002 32BE-P-TRST-01 The course serves as	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion to computer. The course also includes understanding spatial perception and the interaction between a person and their environmental passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology Transport Technology Transport at the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence on economy, organisation of urban transit and their aplication using volume to the side of operator and client including influence	ZK ZK ZIS Anisation of traffic invarious means o	an each transport ansport. 3 an each transport ansport. 3 an each transport ansport. 3 an each transport ansport. 3 basic problems
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo mode, technologic fac U77E0002 32BE-P-TRST-01 The course serves as and concepts of this fi	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion to computer. The course also includes understanding spatial perception and the interaction between a person and their environmental passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology Transport articular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orgators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votate technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orgators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy,	uirements for work nent, as well as provided to the control of traffic in a various means of tractions means	an each transport ansport. 3 3 an each transport ansport. 3 an each transport ansport. 3 basic problems ics.
The student should ac standing, and using a issues caused by prole U77C0004 32BC-P-MATP-0 U77C0002 Basic terms in transpo mode, technologic fac 32BC-P-DOPT-0 Basic terms in transpo mode, technologic fac U77E0002 32BE-P-TRST-01 The course serves as and concepts of this fit U77C0006	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requestion to computer. The course also includes understanding spatial perception and the interaction between a person and their environmental passive sitting in poorly adjusted conditions. Engineering Materials Applied Materials in Technology Transport Technology trechnology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orgators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votate technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, orgators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the kide of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the kide of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operator and client including influence on economy, organisation of urban transit and their aplication using votators of the side of operators and transit and their aplication us	uirements for work nent, as well as provided to the control of traffic in a carious means of tra	ing while sitting, eventing health 3 3 3 an each transport ansport. 3 an each transport ansport. 3 basic problems ics. 3

Code of the group: 3.-6.S. EM 22/23 PVP

Name of the group: 3.-6.s. Ekonomika a management od 22/23 povinn volitelné p edm ty v J

Requirement credits in the group:

Requirement courses in the group:

Credits in the group: 0

Note on the group:

Note on the grot	ιμ.					
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-EKBZ-01	Economic Security František H ebík	ZK	3	1P+1C		PV
32BC-P-ESGC-01	ESG Social Competences Zuzana Dvo áková Zuzana Dvo áková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-INPL-01	Innovation Policies Ond ej Kolínský Ond ej Kolínský Ond ej Kolínský (Gar.)	KZ	3	2P+0C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šiký, Kate ina Tomešková, Eva Šírová, Pavel Andres Martin Šiký Pavel Andres (Gar.)	Z	3	16B		PV
U63C0201	Macroeconomic Analysis Petr Makovský	ZK	3	0P+2C		PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský Petr Makovský (Gar.)	ZK	3	0P+2C		PV
32BC-P-RTBS-01	Retail Business Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	ZK	3	2P+0C		PV
32BC-P-PEBA-01	Money, banks, financial markets Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C		PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV

U16C6106	Enterpreunership and Business Plan Dana Zadražilová	Z,ZK	6	2P+2C	PV
32BC-P-PRAX-01	Internship So a Cupalová, Libor Cupal Libor Cupal So a Cupalová (Gar.)	Z	6	180XH	PV
U00C6104	Practice So a Cupalová	Z	6	180XH	PV
U16C6102	Presentation Skills	Z	3	0P+2C	PV
32BC-P-PRSK-01	Presentation Skills	Z	3	0P+2C	PV
32BC-P-TROJ-01	Business Negotiation Skills Vladimíra Khelerová Vladimíra Khelerová (Gar.)	KZ	3	0P+2C	PV
32BC-P-UDPD-01	Sustainability and Product Design Petra Jílková Petra Jílková Petra Jílková (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-ZAVR-01	Employee Selection Process Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z	3	24B	PV
U16C0501	Employee Selection Process Iveta Chmielová Dalajková	Z	3	24C	PV
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C	PV

	Iveta Chinierova Dalajkova					
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C		PV
Characteristics of t	the courses of this group of Study Plan: Code=36.S. EM 22/23 I	DVD Namo-2	-6 s Eko	nomika a	manage	omont od
	elné p edm ty v J	- v P Name=3.	-0.5. EKO	iioiiika a	manage	anient ou
32BC-P-EKBZ-01					ZK	3
	ESG Social Competences				ZZK	6
ļ.	nowledge about the social aspects of ESG and training in the skills needed to process a	nd present ESG re	eports. The a	1	· .	-
	ng an organization in accordance with ESG requirements. The content includes the theol	•			-	-
•	ncies for the position of ESG manager, examples of good practice, and ESG case studie	•	,			,
32BC-P-INPL-01	Innovation Policies				KZ	3
The state of the s	eurial, social, and institutional innovations are a key factor helping societies to adapt to c	uickly changing e	xternal cond	1		_
-	hange factors like education, institutional quality, research infrastructure, entrpreneurial				-	
of intervention. This entai	ils ensuring good communication channels between various sectors (triple/quadruple he	lix model), regulat	ory environn	nent, and prid	oritization o	of results. The
atter can aim to foster co	impetitiveness and regional development (smart specialization), societal missions (Maria	na Mazzucato) or	wellbeing ar	nd quality of I	ife (regiona	al value theo
There are both synergies	and tensions among those approaches so innovation policies at both national and local	l level can bring ve	ery different i	esults.		
32BC-P-KAPL-01	Career Planning and Development				Z	3
U63C0201	Macroeconomic Analysis				ZK	3
32BC-P-MACA-01	Macroeconomic Analysis				ZK	3
32BC-P-RTBS-01	Retail Business				ZK	3
The course introduces st	udents to the principles of managing a modern retail company. Emphasis is placed on cu	urrent trends in ret	ail and unde	rstanding of	its busines	s opportunit
32BC-P-PEBA-01	Money, banks, financial markets				ZK	3
32BC-P-POPL-01	Entrepreneurship and Business Plan			Z	,ZK	6
U16C6106	Enterpreunership and Business Plan			Z	,ZK	6
32BC-P-PRAX-01	Internship				Z	6
The classification of the s	subject of professional practice is based on the decision of the MÚVS VUT during their	studies to give st	udents the o	pportunity to	acquire qu	ıality skills ar
•	orts the establishment of a relationship between students and companies and emphasize	es their mutual co	operation Pa	rt of the stud	y plans is s	short-term
professional internship of	f a pilot nature.					
	Practice				Z	6
	subject of professional practice is based on the decision of the MÚVS VUT during their	•				•
	orts the establishment of a relationship between students and companies and emphasize	es their mutual co	operation Pa	rt of the stud	y plans is s	short-term
professional internship of	'					
	Presentation Skills			ı	Z	3
· · · · · · · · · · · · · · · · · · ·	rules of verbal, non verbal a para verbal (voice) communication and principles of present	itation skills. Stude	ents will deve	elop their owr	ı presentat	ion skills in
32BC-P-PRSK-01	will get feed back in a form of self evaluation, "peer-review" and lecturer comments.				Z	3
	Business Negotiation Skills				KZ	3
	•					
	Sustainability and Product Design				Z,ZK	6
	Employee Selection Process	onnortunit . t	o oddi#:!!	(mayula -1 1	Z	3
•	ed in the form of an intensive weekly (off-semester) course. Students will have a special			•		
•	they will be able to practice the professional skills needed for the selection process and a fill be created a special space for practicing model situations and for discussing real proble	,				
	nii be created a special space for practicing model situations and for discussing real proble e on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	eme nom practice.	u.e Suifill	101 2011162161	or tile acat	J. year 2023
	Employee Selection Process				Z	3
0 1000001	Limpioyee Selection Frocess				_	<u> </u>

Code of the group: 4.S. EM 22/23 OZ

implementation for decision making purposes and results reporting using pivot charts and tables.

32BC-P-ZPDT-01 Business Data Processing

Name of the group: 4.s. Ekonomika a management od 22/23 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

Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and

Z,ZK

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
32BC-P-DCSY-01	Tax and Customs System Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MNIF-01	Management Informatics Tomáš Kubálek Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 Tomáš Kubálek Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MKAP-01	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-RHPV-01	Work Performance Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=4.S. EM 22/23 OZ Name=4.s. Ekonomika a management od 22/23 oborové zam ení

oborove zam eni						
32BC-P-DCSY-01 Tax and Customs System	Z,ZK	6				
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effects with a focus on legal entities.						
The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.						
32BC-P-MNIF-01 Management Informatics	Z,ZK	6				
32BC-P-M365-01 Management Informatics - Microsoft 365	ZK	6				
32BC-P-MKAP-01 Marketing Applications	Z,ZK	6				
32BC-P-RHPV-01 Work Performance Management	Z,ZK	6				
The course is focused on the development of managerial skills in performance management in the organization. Through lectures a	and seminars, students 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 management in the						
organization.						

Code of the group: 5+6.S. EM 22/23 OZ

Name of the group: 5.+ 6.s. Ekonomika a management od 22/23 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	•					
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
32BC-P-DBMN-01	Design and Brand Management Petra Jílková Petra Jílková Petra Jílková (Gar.)	ZK	3	2P+0C		PV
32BC-P-KOMD-01	Commmunication and Managerial Skills Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-LEAD-01	Leadership and Employee Education Iveta Chmielová Dalajková, Kate ina Tomešková Kate ina Tomešková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MNIF-01	Management Informatics Tomáš Kubálek Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN3-01	Business Informatics - Project Management Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-MIN4-01	Management Informatics - web design, ERP Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		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
32BE-P-OMAR-01	On-line Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-OMAR-01	Online marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová (Gar.)	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, Matouš Machka Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV

32BC-P-VPRI-01	Corporate Management Theodor Beran, Matouš Machka Theodor Beran Theodor Beran (Gar.)	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 th	e courses of this group of Study Plan: Code=5+6.S. EM 22/23 O	Z Name=5.+	6.s. Ekor	nomika a	managem	ent od

Characteristics of the courses of this group of Study Plan: Code=5+6.S. EM 22/23 OZ Name=5.+ 6.s. Ekono 22/23 oborové zam ení	mika a manager	ment od
32BC-P-ZPDT-01 Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP me	1 '	-
implementation for decision making purposes and results reporting using pivot charts and tables.	200.00 0.10 0.110.010.	io accigir and
32BC-P-MNIF-01 Management Informatics	Z,ZK	6
32BC-P-BOZP-01 Workplace Health, Safety anf Fire Prevention	ZK	3
Basic legislation in the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations		-
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Prote		_
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-DBMN-01 Design and Brand Management	ZK	3
32BC-P-KOMD-01 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 successful
implementation of managerial 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
well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part foc	used on managerial s	skills, students
will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquire	ed skills in practice and	d get feedback
on their actions.		
32BC-P-LEAD-01 Leadership and Employee Education	Z,ZK	6
The course deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary industrial entitle	erprises.	
32BC-P-MIN2-01 Business Informatics - Database Systems	ZK	6
32BC-P-MIN3-01 Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01 Management Informatics - web design, ERP	ZK	6
32BC-P-MNNP-01 Managerial Tools and Calculations	Z,ZK	6
32BC-P-MKVY-01 Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the	e research 3. in relati	ion to them,
determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be a	able to enter and solve	e research
problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
32BE-P-OMAR-01 On-line Marketing	Z,ZK	6
This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strate	•	•
behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. S	•	
topics such as digital marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course als		
in marketing, the nuances of AI-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer a	•	
marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and		•
All for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to	arm participants with t	the knowledge
and skills to successfully navigate the complex online marketing ecosystem.	7 714	
32BC-P-OMAR-01 Online marketing	Z,ZK	6
32BC-P-PRAP-01 Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	71/	
32BC-P-PAOS-01 Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial mark codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	ets. ⊏mpnasizing the	importance of
codes of entires as one of the preventive tools for consumer protection and the cultivation of the consumer market.		

Code of the group: 5+6.S.EM 22/23 PVP E

32BC-P-UCCR-01 Accounting in the Czech Republic

32BC-P-VPRI-01 Corporate Management

Name of the group: 5.+ 6.s. Ekonomika a management od 22/23 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)

Z,ZK

Z,ZK

6

Credits in the group: 9

Note on the grou	р:					
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 (Gar.)	KZ	3	0P+2C		PV
32BE-P-APMK-01	Applied Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	3	1P+1C		PV
U04E0202	Business Correspondence Eva Císlerová	ZK	3	0P+2C	Z,L	PV
32BE-P-BCOR-01	Business Correspondence Eva Císlerová Eva Císlerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-CSRS-01	Corporate Social Responsibility Irena Jind ichovská Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		PV

U16E0101	Corporate Social Responsibility	Z,ZK	6	2P+2C		PV
U04E0204	Critical Thinking Ond ej Galuška	ZK	3	0P+2C	Z,L	PV
32BE-P-CRTH-01	Critical Thinking Ond ej Galuška Ond ej Galuška (Gar.)	ZK	3	0P+2C		PV
32BE-P-CCMN-01	Cross-Cultural Management Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	2P+2C		PV
U16E0102	Cross-Cultural Management	Z,ZK	6	2P+2C		PV
U16E0103	Entrepreneurship and Business Plan Lucia Dobrucká	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
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 Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
32-IPW-6	International Project Workshop Vincent Blaise Montenero	ZK	6	45B		PV
32BE-P-IPW1-01	International Project Workshop I. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	22B		PV
32BE-P-IPW2-01	International Project Workshop II. Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	ZK	3	23B		PV
U16E0104	International Trade and Finance Old ich Bronec	Z,ZK	6	2P+2C		PV
32BE-P-RMAR-01	Marketing Research Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-OMAR-01	On-line Marketing Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-RGDP-01	Planning of Regional Development Lucia Dobrucká Lucia Dobrucká (Gar.)	Z,ZK	3	1P+1C		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
32BE-P-QLMN-01	Quality Management Ond ej Hykš Ond ej Hykš (Gar.)	ZK	3	2P+0C		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
U63E0201	Social Determinants of Global Business	ZK	3	2P+1C		PV
32BE-P-SDGB-01	Social Determinants of Global Business	ZK	3	2P+1C		PV
32BE-P-SOCI-01	Sociology Lucie Plzáková Lucie Plzáková (Gar.)	ZK	3	2P+0C		PV
32BE-P-WEBS-01	World Economy and Business Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=5+6.S.EM 22/23 PVP E Name=5.+ 6.s. Ekonomika a management od 22/23 povinn volitelné p edm ty v AJ

32BE-P-OMAR-01 On-line Marketing Z,ZK 6

This online marketing course provides a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies and understanding consumer behaviour in the digital realm. It begins with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subsequent modules cover essential topics such as digital marketing research, search engine marketing, and innovative content marketing, including Al and podcasting. The course also delves into the art of storytelling in marketing, the nuances of Al-enhanced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affiliate marketing, rethinks email marketing through newsletters and explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and goodwill, leveraging analytics and Al for performance measurement, and concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to arm participants with the knowledge and skills to successfully navigate the complex online marketing ecosystem.

32BE-P-ACWR-01 Academic Writing

KZ 3

The ability to produce texts is a necessary skill of every university student. The goal of this primarily practical seminar is improving students academic writing skills with focus on correct usage of vocabulary, grammar and the ability to structure academic texts correctly. Practical exercises will be included as well as some more theoretical remarks on what is academic English, how it differs from other varieties in form and function and how it has changed over time.

32BE-P-APMK-01 Applied Marketing		Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Stud	· · · · · · · · · · · · · · · · · · ·		
credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignment of a suit of the course of the course combines the creative of the course			
marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will de sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next pha			
IMC campaign element. This task requires creative thinking, the application of key communication process concepts, a		-	- 1
Students will create an IMC strategy and design a campaign element that effectively integrates both online and offlir			
and discussion.	'		
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 ir	ntermediate or upp	er-intermediate
level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises or	n email style, but also practices n	nore conventional	language areas,
such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will I		mails, express the	mselves clearly,
and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English bu	isiness communication		
32BE-P-BCOR-01 Business Correspondence		ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written			
level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises or such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will I	• •		
and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English bu		mans, express me	inscives clearly,
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-pla	anet-profit. The course focuses o	1 ' 1	-
background of this concept, the interpretation of documents regulating corporate social, economic and environmenta	· ·		
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustra	•	_	
of projects designed abroad, and in Czech conditions.			
U16E0101 Corporate Social Responsibility		Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-pla	anet-profit. The course focuses o	n an explanation o	of the theoretical
background of this concept, the interpretation of documents regulating corporate social, economic and environmental	al activities, and non-financial rep	porting standards.	It includes a link
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustra	tions of various CSR strategies	and practices cove	er case studies
of projects designed abroad, and in Czech conditions.			
U04E0204 Critical Thinking		ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve	•	_	-
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of		•	
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic an course might be used across the curriculum.	id political issues. The writing an	d language skills d	ieveloped in this
32BE-P-CRTH-01 Critical Thinking		ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve	e students' analytical and proble		-
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of	-	-	-
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic an		=	
course might be used across the curriculum.		0 0	·
32BE-P-CCMN-01 Cross-Cultural Management		Z,ZK	6
Managing cultural diversity plays crucial in todays globalized world and doing business across countries. Cross cultural	ure is the interaction of people from	om different backg	rounds in the
business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction	n between representatives of diff	erent national cult	ures and could
be considered one of the core competencies of a successful manager in the global environment. The course is open	-	-	edge about how
culture shapes management practices in international companies as well as the cultural orientations of individual management	anagers and organisation memb	, , , , , , , , , , , , , , , , , , , ,	
U16E0102 Cross-Cultural Management		Z,ZK	6
Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is t		•	
world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between re one of the core competencies of a successful manager in the global environment. The course is open to students of			
management practices in international companies as well as the cultural orientations of individual managers and organical states and organical states are cultural orientations.	, , ,	wiedge about now	Culture Snapes
U16E0103 Entrepreneurship and Business Plan	gamzation momboro.	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new	business idea and to develop a	1 1	-
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, analyse risks and their impact on the feasibility of business plans, and the feasibility of business plans p	· · · · · · · · · · · · · · · · · · ·	r baoinodo piam (to	coloct and doc
32BE-P-EBPL-01 Entrepreneurship and Business Plan	,	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new	business idea and to develop a		
relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business	•		
TALQFM Financial Modelling (Tallinn University of Technology, EST)		ZK	6
TALQGMCS Governance and Management of Cyber Security (Tallinn University of T	Technology, EST)	ZK	6
U16E0110 International Business Life	roomiology, 2017	Z,ZK	3
The course looks at various cases encountered in international business to give participants examples of real-life sit	tuations, help them understand v	1	
and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in f	•		
success of international projects, linked both to technical or interpersonal problems.			
32BE-P-INBL-01 International Business Life		Z,ZK	3
The course looks at various cases encountered in international business to give participants examples of real-life sit	tuations, help them understand v	what they may be	confronted with
and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in f	front of complex combinations of	f factors which may	y threaten the
success of international projects, linked both to technical or interpersonal problems.			
32-IPW-6 International Project Workshop		ZK	6
32BE-P-IPW1-01 International Project Workshop I.		ZK	3
32BE-P-IPW2-01 International Project Workshop II.		ZK	3
U16E0104 International Trade and Finance		Z,ZK	6
32BE-P-RMAR-01 Marketing Research		Z,ZK	6
The course focuses on the fundamentals of marketing research, including formulating research questions, designing	g methodology, and analyzing da	1 1	
conduct marketing research, interpret findings, and apply insights to marketing strategies.	, ,		

32BE-P-RGDP-01 Planning of Regional Development The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice. Z,ZK Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed. 32BE-P-PETR-01 Political Economy of International Trade Relations Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed. Several topics dealing with economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries. 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 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 32BE-P-QLMN-01 Quality Management 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. 32BE-P-ICTI-01 Social and Political Impacts of Modern ICT 7K 3 ZK U63E0401 Social and Political Impacts of Modern ICT 3 U63E0201 Social Determinants of Global Business ZK 3 Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings. 32BE-P-SDGB-01 Social Determinants of Global Business Anotation: The course introduces students of technical university to the social determinants of international business. It does that predominantly by comparing physical, institutional and social environment of individual countries and key regions of world economy. Students get to know about different religions and cultures, necessary for doing business in diverse societies, as well as indexes of economic freedom, corruption and economic development, which are needed for the right investment decision. Seminars help to improve on the knowledge in the form of discussions based on individual readings. 32BE-P-SOCI-01 | Sociology The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis

The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis on the position of the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make up the content of the study (economics, management, marketing).

32BE-P-WEBS-01 World Economy and Business

Z,ZK

6

The course introduces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly in the technological markets. Alongside, he/she must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topics affecting the international business will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the trends in supplying new products: two sides markets, digital markets, online system of payments. The methodology introduces to students the important section of International Business. The course will focus on the links of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the braking issue of Strategic Trde Policy and the Industrial promotion, purposely implemented by developed countries..

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 22/23

Name of the group: 1.s. Ekonomika a management jazyky od 22/23

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
U04L1101	English Language 1 Eva Císlerová	Z	6	0P+4C	Z	J
U04L1111	English Language 1	Z	6	0P+4C	Z	J

Characteristics of the courses of this group of Study Plan: Code=1.S. EM-J 22/23 Name=1.s. Ekonomika a management jazyky od 22/23

U04L1101 | English Language 1

Z

6

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

U04L1111 | English Language 1

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 22/23

Name of the group: 2.s. Ekonomika a management jazyky od 22/23

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
U04L2101	English Language 2 Eva Císlerová	Z	6	0P+4C	L	J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Zuzana Chvatíková, Romana Janotová, Sheri Elaine Ballard, Barbora Maturová, Radek Vít, Lenka Pánková Radek Vít Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová, Kryštof Beták, Sheri Elaine Ballard, Barbora Maturová, Lenka Pánková, Jana Rubešová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
U04L2111	English Language 2 Eva Císlerová	Z	6	0P+4C	L	J

Characteristics of the courses of this group of Study Plan: Code=2.S. EM-J 22/23 Name=2.s. Ekonomika a management jazyky od 22/23

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 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.

32BL-P-ENL2-02 | English Language 2

Z,ZK

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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.

32BL-P-ENL2-01 English Language 2

Z.ZK

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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.

U04L2111 English Language 2

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

Code of the group: 3.S. EM-J 22/23

Name of the group: 3.s. Ekonomika a management jazyky od 22/23

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
32BL-P-ENL1-02	English Language 1 Eva Císlerová, Kryštof Beták, Anna Wagnerová, Zuzana Chvatíková, Romana Janotová, Sheri Elaine Ballard, Barbora Maturová, Radek Vít, Lenka Pánková, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Pavel Andres, Kryštof Beták, Anna Wagnerová, Romana Janotová, Barbora Maturová, Radek Vít, Lenka Pánková, Jana Rubešová, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
U04L3101	English Language 3 Eva Císlerová	Z	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Kryštof Beták, Anna Wagnerová, Romana Janotová, Sheri Elaine Ballard, Barbora Maturová, Radek Vít, Lenka Pánková, Jana Rubešová, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J
U04L3102	English Language 3-1 Eva Císlerová	Z	3	0P+2C		J
32BL-P-EN31-01	English Language 3-1 Eva Císlerová, Kryštof Beták, Anna Wagnerová, Romana Janotová, Barbora Maturová, Radek Vít, Lenka Pánková, Jana Rubešová, Halka Varhaníková Radek Vít Eva Císlerová (Gar.)	Z	3	0P+2C		J
32BL-P-FR31-01	French Language 3-1 Eva Císlerová	Z	3	0P+2C		J
U04L3501	French Language 3-1 Eva Císlerová	Z	3	0P+2C		J
32BL-P-IT31-01	Italian Language 3-1 Eva Císlerová, Miroslava Ferrarová Eva Císlerová Miroslava Ferrarová (Gar.)	Z	3	0P+2C		J
U04L3401	German Language 3-1 Eva Císlerová	Z	3	0P+2C		J
32BL-P-GE31-01	German Language 3-1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	3	0P+2C		J
U04L3503	Portuguese Language 3-1 Eva Cislerová	Z	3	0P+2C		J
U04L3502	Spanish Language 3-1 Miroslava Ferrarová	Z	3	0P+2C		J
32BL-P-SP31-01	Spanish Language 3-1 Eva Císlerová	Z	3	0P+2C		J
32BL-P-ENL1-02 En The course is suitable for stu developing language skills -	udents of bachelor managerial studies. Seminars cover Business Terminology and Correading, writing, speaking and listening, on understanding and orientation in a wide-ra	nmunication Skills	s as well as	grammar. T	Z he course focu	6 ses on
	Ils are submitted to the goal of developing the required level needed for students' profe	essional life.			7	6
	gilsn Language 1 Judents of bachelor managerial studies. Seminars cover Business Terminology and Cor reading, writing, speaking and listening, on understanding and orientation in a wide-re			•	he course focu	

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. | English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. 32BL-P-ENL3-01 | English Language 3 The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life. U04L3102 English Language 3-1 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.

32BL-P-EN31-01 | English Language 3-1

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.

32BL-P-FR31-01 | French Language 3-1 The course is suitable for bachelor students. The course develops all language competencies in the French language at level A1-A2 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

French Language 3-1

The course is suitable for bachelor students. The course develops all language competencies in the French language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

32BL-P-IT31-01 Italian Language 3-1 The course is suitable for bachelor students. The course develops all language competencies in the Italian language at level A1-A2 level according to CEFR: speaking, reading, listening

and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners.

04L3401 German Language 3-1 Z 3

The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.

32BL-P-GE31-01 German Language 3-1

The course is suitable for bachelor students. The course develops all language competencies in the German language at level A2-B1 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for pre-intermediate students.

U04L3503 Portuguese Language 3-1

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The course is suitable for bachelor students. The course develops all language skills in the Portuguese language at level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Portuguese grammar and lexis for everyday situations. The course focuses on communicative skills. It is suitable for biginners/ false beginners.

U04L3502 Spanish Language 3-1

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.

32BL-P-SP31-01 | Spanish Language 3-1

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3

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

Code of the group: 4.S. EM-J 22/23

Name of the group: 4.s. Ekonomika a management jazyky od 22/23

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:

Note on the gro	<u> </u>					
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
32BL-P-ENL2-01	English Language 2 Eva Císlerová, Kryštof Beták, Sheri Elaine Ballard, Barbora Maturová, Lenka Pánková, Jana Rubešová Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Zuzana Chvatíková, Romana Janotová, Sheri Elaine Ballard, Barbora Maturová, Radek Vít, Lenka Pánková Radek Vít Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL4-01	English Language 4 Eva Císlerová, Anna Wagnerová, Barbora Maturová, Lenka Pánková, Jana Rubešová, Halka Varhaníková, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
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
32BL-P-EN41-01	English Language 4-1 Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	3	0P+2C		J
U04L4501	French Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
32BL-P-FR41-01	French Language 4-1 Eva Císlerová	Z	3	0P+2C		J
32BL-P-IT41-01	Italian Language 4-1 Miroslava Ferrarová Eva Císlerová Miroslava Ferrarová (Gar.)	Z	3	0P+2C		J
32BL-P-GE41-01	German Language 4-1 Eva Císlerová Eva Císlerová Eva Císlerová (Gar.)	Z	3	0P+2C		J
U04L4401	German Language 4-1 Eva Císlerová	Z	3	0P+2C	L	J
32BL-P-SP41-01	Spanish Language 4-1	Z	3	0P+2C		J
U04L4502	Spanish Language 4-1 Miroslava Ferrarová	Z	3	0P+2C	L	J

Characteristics of the courses of this group of Study Plan: Code=4.S. EM-J 22/23 Name=4.s. Ekonomika a management jazyky od 22/23

32BL-P-ENL2-02 English Language 2

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.

32BL-P-ENL2-01 | English Language 2

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.

32BL-P-ENL4-01 English Language 4 The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life. **English Language 4** 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. English Language 4-1 Z,ZK 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. 32BL-P-EN41-01 | English Language 4-1 Z,ZK 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. The course is attended by students who combine English with a second foreign language. U04L4501 French Language 4-1 The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading, listening and writing. It provides an introduction to sociocultural aspects of present-day France and French-speaking world. 32BL-P-FR41-01 | French Language 4-1 3 32BL-P-IT41-01 Italian Language 4-1 Ζ 3 32BL-P-GE41-01 | German Language 4-1 3 Z U04L4401 German Language 4-1 3 32BL-P-SP41-01 Spanish Language 4-1 Ζ 3 U04L4502 Spanish Language 4-1 3 The course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and

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-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 in	the field of OSH in the EU, Czech Republic. Labour Code. Implementing regulations of the Labour Code. Employer's obligations. Em	ployee rights and	obligations.
Risk prevention. Er	nployee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protectio	n Act. Occupationa	al hygiene.
	Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-DBMN-01	Design and Brand Management	ZK	3
32BC-P-DCSY-01	Tax and Customs System	Z,ZK	6
The course is focus	sed on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their effects. The course also deals with the basics of the customs system and characterizes the basic principles of tax proceedings.	with a focus on leg	al entities.
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transi	port technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa	ation of traffic in ea	ch transport
mode, technolog	ic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of tr	ansport.
32BC-P-EKBZ-01	Economic Security	ZK	3
32BC-P-ERGO-01	Ergonomics	ZK	3
The student should a	acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic require	ments for working	, while sitting,
standing, and using	a computer. The course also includes understanding spatial perception and the interaction between a person and their environmen	t, as well as preve	nting health
	issues caused by prolonged passive sitting in poorly adjusted conditions.		
32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
The course focuse	es on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is t	o develop the com	petencies
necessary for tran	sforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standa	ards and ESG met	rics, ESG
	reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.		
32BC-P-FIDS-01	Financial and Tax Environment	ZK	3
Development and cr	urrent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a	n advanced marke	et economy.
Definition of the cate	gory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina	ancial institutions ir	the current
	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calc	ulations.	
32BC-P-INPL-01	Innovation Policies	KZ	3
Technological, entre	epreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. The	ne ability to innova	te depends
on a number of slov	v-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much mo	re flexible, vet also	vital point

of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory).

There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.

32BC-P-ISPR-01	Information Systems and Design	ZK	3
	, information systems architecture, basic types of software applications for information system of enterprise, information system lifecyc		
	system development, business process modeling using BPMN, UML and others, information system modeling - UML and data mo		
2BC-P-KAPL-01	Career Planning and Development	Z	3
BCPKOMD-01	Commmunication and Managerial Skills	Z,ZK	6
e aim of the cour	se in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial	skills related to th	e success
plementation of r	nanagerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue	and achievemen	t of goals,
	skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused c	_	
Il acquire basic sk	ills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills	s in practice and	get feedba
DO DI EAD 04	on their actions.	7 71/	
2BC-P-LEAD-01	Leadership and Employee Education burse deals with approaches to leadership and training of employees in the context of the theory and practice of contemporary indust	Z,ZK	6
2BC-P-M365-01		ZK	6
	Management Informatics - Microsoft 365		6
2BC-P-MACA-01	Macroeconomic Analysis	ZK	3
2BC-P-MACR-01	Macroeconomics	ZK	3
2BC-P-MAT2-01	Mathematics 2	Z,ZK	6
2BC-P-MATP-01	Applied Materials in Technology	ZK	3
2BC-P-MIKR-02	Microeconomics	ZK	3
•	ices students to the functioning of the market mechanism and the behavior of partial economic subjects. Market equilibrium is explain		
havior from the p	erspective of utility theory and producer behavior. The equilibrium of the enterprise with the impact on the market of production factors	s is explained on	the exam
	of cost functions.	71/	
2BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6
BC-P-MJAK-01	Quality Management	ZK	3
ne 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 q	uality. It al
DO D 1 # (4 D 04	contains examples of practical use of quality systems.	7 71/	
BC-P-MKAP-01	Marketing Applications	Z,ZK	6
BC-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 problems independently and in cooperation with a professional research agency from the position of a marketing manager.	to enter and solv	e researcr
	problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
	Management Information	7 7V	6
	Management Informatics	Z,ZK	6
2BCP-MNP-01 2BCP-MNPS-01 The subject acquathich are used to be importance of the	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mode ecognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managere personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with	Z,ZK Z,ZK dern methods of gement. They will he personality	6 3 psycholog understal prerequisi
2BCP-MNPS-01 2BCP-MNPS-01 The subject acqua which are used to e importance of the finanagers and the psychology introducture and dyna whers and social pl	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more ecognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage e personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerices the principles of human development and psychological characteristics of selected developmental periods, personality psycholog mics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social be	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Do by will focus on ceir own behavior more an	6 3 psycholog understar prerequisit evelopment larifying the behavior d put them
which are used to be importance of the importance of the francier managers and the osychology introdustructure and dynathers and social pleeper contexts. St	Managerial Tools and Calculations Managerial Psychology ints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more ecognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managere personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with eir importance for successful performance of managerial activities, with psychic functions and processes applied in performing manageries the principles of human development and psychological characteristics of selected developmental periods, personality psychologics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the nenomena around them with theoretical background and concepts of social psychology so that they can understand people's social budents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, espe	Z,ZK Z,ZK dern methods of gement. They will he personality erial functions. Do by will focus on ceir own behavior more an cially in difficult I	6 3 psycholog understar prerequisit evelopment larifying th behavior d put them fe situation
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terprise Management in SAP S/4 HANA		ZK	3
s of enterprise management with SAP S/4 HANA information	n system. The course provides		_
cesses of sales and logistics, production and human resource			nomougo o
Statistics 1	Ţ.	Z,ZK	6
ation: a) Credit b) Exam The credit is awarded on completion	ا of the requirements set by the		1
active participation in the 75% exercise, the preparation of			
uent examination is a form of attestation that examines know			
ics I subject. The exam is always written and usually suppler	mented by the oral part.		
Statistics 2		Z,ZK	6
Business Negotiation Skills		KZ	3
Accounting in the Czech Republic		Z,ZK	6
<u> </u>			6
Sustainability and Product Design		Z,ZK	_
on to Cyber Security and Information Security		ZK	3
Artificial Intelligence		Z,ZK	3
Corporate Management		Z,ZK	6
Employee Selection Process		Z	3
(off-semester) course. Students will have a special opportuni	ity to gain additional knowledge	e, but most impo	rtantly, unde
sional skills needed for the selection process and applying for			
ticing model situations and for discussing real problems from	•	ter of the acad. y	ear 2023/24
se will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:3	30 p.m.		
Fundamentals of Thesis		Z	3
Business Data Processing		Z,ZK	6
n using SQL, data retrieval from transaction systems and dat	· -	and dimension	s design and
decision making purposes and results reporting using pivot of	charts and tables.		
Human Resources Management		ZK	3
an resource management in the organization, explains the ke	-	-	
ental human resource functions that determine the competiti	tiveness of the organization in the	he market econo	omy.
Academic Writing		KZ	3
sity student. The goal of this primarily practical seminar is imp	proving students academic writing	ng skills with foc	us on correc
demic texts correctly. Practical exercises will be included as v		emarks on what	is academi
rs from other varieties in form and function and how it has ch	hanged over time.		
Applied Materials in Technology		ZK	3
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32BE-P-INBL-01			
	International Business Life	Z,ZK	3
The course looks at various cases e	encountered in international business to give participants examples of real-life situations, help them understand what	they may be con	fronted with
and train them to find appropriate so	colutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of fac success of international projects, linked both to technical or interpersonal problems.	tors which may t	nreaten the
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
32BE-P-IPW2-01	International Project Workshop II.	ZK	3
32BE-P-MACR-01	Macroeconomics	ZK	3
l l	croeconomic concepts to understand how a country operates regarding its aggregate variables and equations descri		_
representations of equilibrium condit	tions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-n	noney) model, ch	aracterizing
=	he short run, is extended by the labor market and thus by the Phillips curve in the medium run. In the long run, the So		
	o covered. The open economy specifics related to exports-imports and exchange rates are presented within the famo ossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has		-
	sessions.		
32BE-P-MICR-02	Microeconomics	ZK	3
32BE-P-MNPS-01	Managerial Psychology	Z,ZK	3
32BE-P-OMAR-01	On-line Marketing	Z,ZK	6
This online marketing course provid	des a deep dive into the evolving landscape of digital marketing, with a significant emphasis on Al-driven strategies a	nd understanding	consumer
	ns with exploring modern marketing techniques, emphasising the transformative role of artificial intelligence. Subseq		
-	earch, search engine marketing, and innovative content marketing, including AI and podcasting. The course also delv		
-	anced video and mobile marketing, and effective social media strategies. It addresses the impact of influencer and affil	-	
	explores display and programmatic advertising. Additionally, it focuses on managing digital public relations and good		-
Ai loi periormance measurement, an	nd concludes with creating an integrated digital marketing plan. This comprehensive curriculum is designed to arm pa and skills to successfully navigate the complex online marketing ecosystem.	irticiparits with the	e knowledge
32BE-P-PETR-01	Political Economy of International Trade Relations	Z.ZK	6
l l	sting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed.	,	_
•	External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the B	•	•
	perations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the imp		=
	nternational trade. The course will focus on core issues of international trade and domestic policies, such as diverse		
role of multinational corporations, a	and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internation	onal trade will be	analyzed,
	ne breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countr	ries.	
32BE-P-PRSK-01	Presentation Skills	ZK	3
	rbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in E	-	-
their own presentation skills in pract	tical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course in the properties of the course in the	is aimed at intern	nediate and
32BE-P-QLMN-01	upper-intermediate level. Quality Management	ZK	3
· I	of various quality management systems with a focus on the most frequently used systems as well as non-systematic		-
The content of the course consists o	contains examples of practical use of quality systems.	approactics to q	adiity. It diso
32BE-P-RGDP-01	Planning of Regional Development	Z.ZK	3
<u> </u>	ns, missions and specifics of regional and municipal development in the context of European Union and Czech Repu	,	_
-	ould get familiar with the core European concepts of regional and municipal development; particular attention will be		
planning culture rooted in the mutual	interactions between spatial, urban, strategic and environmental planning. Students should perceive development from		
st	takahaldara and professiona, and understand the peed of econoration participation and demography in proctice	n the perspective	s or amerent
	takeholders and professions, and understand the need of cooperation, participation and democracy in practice.	n the perspective	s or airrerent
	Marketing Research	n the perspective	s or different
32BE-P-RMAR-01	Marketing Research nentals of marketing research, including formulating research questions, designing methodology, and analyzing data	Z,ZK	6
32BE-P-RMAR-01 The course focuses on the fundam	Marketing Research nentals of marketing research, including formulating research questions, designing methodology, and analyzing data conduct marketing research, interpret findings, and apply insights to marketing strategies.	Z,ZK . Students will lea	6 arn how to
32BE-P-RMAR-01 The course focuses on the fundam 32BE-P-SAPH-01	Marketing Research nentals of marketing research, including formulating research questions, designing methodology, and analyzing data conduct marketing research, interpret findings, and apply insights to marketing strategies. Enterprise Management in SAP S/4 HANA	Z,ZK . Students will lea	6 arn how to
32BE-P-RMAR-01 The course focuses on the fundam 32BE-P-SAPH-01 The aim of the course is to introduce	Marketing Research nentals of marketing research, including formulating research questions, designing methodology, and analyzing data conduct marketing research, interpret findings, and apply insights to marketing strategies. Enterprise Management in SAP S/4 HANA be participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides	Z,ZK . Students will lea ZK s students with kr	6 arn how to
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nd writing. In the	course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative sk		1 1
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U04L4101 English Language 4	n communicative skills. It is	suitable for
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The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given le	Z,ZK	6
tening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as of		_
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic	c 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 le		•
tening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as a All interconnected language skills are submitted to the goal of developing the required level needed for students' academic		ving gramma
U04L4401 German Language 4-1	Z	3
U04L4501 French Language 4-1	Z	3
The course develops communicative skills of the students in the French language on the level A1 according to the CEFR: speaking, reading		_
introduction to sociocultural aspects of present-day France and French-speaking world.		
U04L4502 Spanish Language 4-1	Z	3
he course is suitable for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the		
riting. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on com EXCLUSIVELY for beginners/ false beginners.	imunicative skills. The cours	se is designe
U16C0501 Employee Selection Process	Z	3
U16C1101 Principles of Management	Z,ZK	6
U16C2202 Project Management Basics	Z,ZK	3
U16C2301 Logistics	ZK	3
U16C2401 Marketing	Z,ZK	6
The Marketing course makes the students familiar with some basic concepts, such as marketing and business strategies, market segmenta	1	_
nd the application thereof, product policy, new product, product life cycle, pricing policy, pricing strategy, pricing methods and factors, distribution	-	_
links, marketing distribution systems, marketing communications and new trends in marketing.	Г	
U16C3501 Human Resources Management	ZK	3
ne course introduces modern principles and practices of human resource management in the organization, explains the key role of human res objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the orga		eving stratec

U16C6102 Presentation Skills Ζ 3 Students will adopt main rules of verbal, non verbal a para verbal (voice) communication and principles of presentation skills. Students will develop their own presentation skills in practical exercises. They will get feed back in a form of self evaluation, "peer-review" and lecturer comments. U16C6106 Enterpreunership and Business Plan Z,ZK 6 U16C6302 **Quality Management** ZK 3 The content of the course consists of various quality management systems with a focus on the most currently used systems as well as non-systemic approaches to quality. It also contains examples of practical use of quality systems. Corporate Social Responsibility The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions. U16E0102 Cross-Cultural Management Z.ZK Managing cultural diversity is crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organization members. U16E0103 Entrepreneurship and Business Plan 6 Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans). U16E0104 International Trade and Finance Z,ZK 6 U16E0105 Political Economy of International Trade Relations Z,ZK 6 Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows performing movements in the capital account. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed. U16F0110 International Business Life The course looks at various cases encountered in international business to give participants examples of real-life situations, help them understand what they may be confronted with and train them to find appropriate solutions. The aim of the course is to develop the participants' analytical ability in front of complex combinations of factors which may threaten the success of international projects, linked both to technical or interpersonal problems. U16E1101 Principles of Management Z,ZK Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university. U16E2401 Principles of Marketing The course focuses on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing and learn the procedures and techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and decisions in the areas of product, pricing, distribution and communication. U51C2301 Managerial Psychology ZK 3 The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc. Managerial Psychology U51C2307 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. 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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. U51E2301 Managerial Psychology Z,ZK 3 U63C0201 Macroeconomic Analysis ZK 3 U63C1101 Mathematics 1 Z,ZK 6 U63C1301 Z,ZK **Business Economics** 6 U63C1401 ZK Informatics 3 U63C2101 Mathematics 2 Z,ZK 6 U63C3101 Statistics 1 Z.ZK 6 The study results are verified by the following forms of attestation: a) Credit b) Exam The credit is awarded on completion of the requirements set by the teacher at the beginning of the semester. In the course of Statistics I, there is a minimum active participation in the 75% exercise, the preparation of the semester project in the required quality and scale, and

passing the final test at the minimum level of 60%. A subsequent examination is a form of attestation that examines knowledge of student principles and practices within the topics listed below for the Statistics I subject. The exam is always written and usually supplemented by the oral part.

U63C3201		ZK	3
U63C3301	Accounting	Z,ZK	6
The course focuses	s on the method, the key elements and processes of double-entry bookkeeping. At the end of their studies, students will be able to perform records, understand basic economic transactions during the accounting cycle and perform basic tasks within the financial statem.	•	n accounting
U63C3401	Information Systems and Design	ZK	3
Fundamental terms	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycl system development, business process modeling using BPMN, UML and others, information system modeling - UML and data - UML and		oinformation
U63C4101	Statistics 2	Z,ZK	6
Deepening relates t	Plops on the Statistics I themes; students will receive an extension basic principles of statistical knowledge, which they have acquired on the field of random variables - random vector field and non-parametric testing. The other topics below mentioned is extending the knowledge of the course, students will be ready to use the complicated methodological apparatus suitable for extraction of knowledge qualitative data files.	wledge acquire	d in previous
U63C4201	Macroeconomics	ZK	3
These schools have	s students with functioning of economy in terms of macroeconomic variables that are framed in theories of economic growth derived from the overlaps to macroeconomic policy and its tools. Macroeconomics and its analysis makes familiar with economic phenomenon and properties at aggregate level. It also familiarizes with economic policy, its goals and efficiency of using its tools of exogenous and endogenous m	oblems of nation	nal economy
U63C4302	Corporate Financial Management	Z,ZK	6
emphasis will be pl	n and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as per placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprises maximize wealth for shareholders.	, increase mark	
U63C5101	Operational Research	Z,ZK	6
	earch is the branch of science dealing with formulation, modelling and solution of various decision-making situations in which we select solutions.		
U63C5301	Financial and Tax Environment	ZK	3
	current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of an		
•	tegory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of finan market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcul		in the current
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