

Study plan

Name of study plan: B0413P050061 Ekonomika a management (profesní studijní program) - po ína je od ZS 2023/2024

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: 66

Elective courses credits: 114

Sum of credits in the plan: 180

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 45

The role of the block: Z

Code of the group: B0413P - PV

Name of the group: Povinné p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

Requirement credits in the group: In this group you have to gain at least 45 credits

Requirement courses in the group: In this group you have to complete at least 12 courses

Credits in the group: 45

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BC-P-INFO-01	Informatics <i>Tomáš Kubálek, Pavel Andres Tomáš Kubálek Tomáš Kubálek (Gar.)</i>	Z,ZK	6	0P+4C		z
32BC-P-RTBS-01	Retail Business <i>Tomáš Sadílek, Dana Zdražilová Dana Zdražilová Dana Zdražilová (Gar.)</i>	ZK	3	2P+0C		z
32BC-P-MAT1-01	Mathematics 1 <i>Nikola Kasp íková, Leopold Herrmann, Eliška Cézová Nikola Kasp íková Nikola Kasp íková (Gar.)</i>	Z,ZK	6	2P+2C		z
32BC-P-MAT2-01	Mathematics 2 <i>Nikola Kasp íková, Leopold Herrmann, Eliška Cézová, Ji í Nárožný Nikola Kasp íková Nikola Kasp íková (Gar.)</i>	Z,ZK	6	2P+2C		z
32BE-P-MICR-01	Microeconomics <i>Petr Makovský Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P-MIKR-01	Microeconomics <i>Petr Makovský, Jaroslav Krameš, Petr Adámek Petr Makovský Petr Makovský (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P-POEK-01	Business Economics <i>Miroslav Sponer, Petr Marek, Igor Kukliš Petr Marek Petr Marek (Gar.)</i>	Z,ZK	5	2P+1C		z
32BE-P-PMAR-01	Principles of Marketing <i>Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P- LZD-01	Human Resources Management <i>Martin Šiký Martin Šiký Martin Šiký (Gar.)</i>	ZK	3	2P+0C		z
TV1	Physical Education	Z	0	0+2	Z	z
TV2	Physical Education	Z	0	0+2	L	z
32BC-P-MRKZ-01	Pripciples of Marketing <i>Petra Jílková Petra Jílková Petra Jílková (Gar.)</i>	Z,ZK	4	2P+1C		z
32BC-P-ZODB-01	Fundamentals of Thesis <i>Petr Vym tal, Hana Úlehlová Petr Vym tal Petr Vym tal (Gar.)</i>	KZ	2	2P+0C		z
32BC-P-UCTO-01	Basics of Accounting <i>Theodor Beran, Jana Nováková, Tetiana Davydiuk Theodor Beran Theodor Beran (Gar.)</i>	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=B0413P - PV Name=Povinné p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

32BC-P-INFO-01	Informatics	Z,ZK	6
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32BC-P-RTBS-01	Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding of its business opportunities.			
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BE-P-MICR-01	Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.			
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4
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.			
32BC-P- L ZD-01	Human Resources Management	ZK	3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.			
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MRKZ-01	Principles of Marketing	Z,ZK	4
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.			
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 9

The role of the block: PV

Code of the group: B0413P - PVT

Name of the group: Povinn volitelné technické p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

Requirement credits in the group: In this group you have to gain at least 9 credits

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

Credits in the group: 9

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BE-P-AMTT-01	Applied Materials in Technology <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence <i>Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BE-P-COSY-01	Communication Systems and Technologies <i>Dušan Maga Dušan Maga Dušan Maga (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-ERGO-01	Ergonomics	ZK	3	2P+0C		PV
32BC-P-MATP-01	Applied Materials in Technology <i>Jaroslav Valach Jaroslav Valach Jaroslav Valach (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-DOPT-01	Transportation Technology <i>Michal Mervart Michal Mervart Michal Mervart (Gar.)</i>	ZK	3	2P+0C		PV
32BE-P-TRST-01	Transportation Technology <i>Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)</i>	ZK	3	2P+0C		PV
32BC-P-UMIN-01	Artificial Intelligence <i>Olga Št pánková, Martin Macaš Olga Št pánková Olga Št pánková (Gar.)</i>	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security <i>Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)</i>	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVT Name=Povinn volitelné technické p edm ty B0413P050061 Ekonomika a management (profesní studijní program)

32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
32BC-P-ERGO-01	Ergonomics	ZK	3
32BC-P-MATP-01	Applied Materials in Technology	ZK	3

32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3

Name of the block: Jazyky

Minimal number of credits of the block: 12

The role of the block: J

Code of the group: B0413P - J

Name of the group: Jazyky B0413P050061 Ekonomika a management (profesní studijní program)

Requirement credits in the group: In this group you have to gain at least 12 credits

Requirement courses in the group: In this group you have to complete at least 2 courses

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-01	English Language 1 <i>Radek Vít, Eva Císlarová, Kryštof Beták, Barbora Maturová, Lenka Pánková, Jana Rubešová, Halka Varhaníková, Romana Janotová, Renata Šimánková, Eva Císlarová Eva Císlarová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL1-02	English Language 1 <i>Eva Císlarová, Kryštof Beták, Barbora Maturová, Lenka Pánková, Jana Rubešová, Halka Varhaníková, Romana Janotová, Renata Šimánková, Anna Wagnerová, Eva Císlarová Eva Císlarová (Gar.)</i>	Z	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 <i>Radek Vít, Eva Císlarová, Kryštof Beták, Barbora Maturová, Lenka Pánková, Jana Rubešová, Halka Varhaníková, Romana Janotová Radek Vít Eva Císlarová (Gar.)</i>	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 <i>Radek Vít, Eva Císlarová, Kryštof Beták, Barbora Maturová, Lenka Pánková, Jana Rubešová, Halka Varhaníková, Romana Janotová, Zuzana Chvatíková Radek Vít Eva Císlarová (Gar.)</i>	Z,ZK	6	0P+4C		J

Characteristics of the courses of this group of Study Plan: Code=B0413P - J Name=Jazyky B0413P050061 Ekonomika a management (profesní studijní program)

32BL-P-ENL1-01	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.			
32BL-P-ENL1-02	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.			
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 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.			
32BL-P-ENL2-02	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 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.			

List of courses of this pass:

Code	Name of the course	Completion	Credits
32BC-P-DOPT01	Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in passenger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their application using various means of transport.			

32BC-P-ERGO-01	Ergonomics	ZK	3
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-MRKZ-01	Principles of Marketing	Z,ZK	4
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.			
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-RTBS-01	Retail Business	ZK	3
The course introduces students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding of its business opportunities.			
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P- LZD-01	Human Resources Management	ZK	3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy.			
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
32BE-P-MICR-01	Microeconomics	Z,ZK	4
The lectures consist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.			
32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4
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.			
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BL-P-ENL1-01	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.			
32BL-P-ENL1-02	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.			
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 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.			
32BL-P-ENL2-02	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 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.			
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0

For updated information see <http://bilakniha.cvut.cz/en/FF.html>

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