#### Study plan

# Name of study plan: B0413P050061 Ekonomika a management (profesní studijní program) - po ínaje 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: 258 Elective courses credits: -78 Sum of credits in the plan: 180 Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 102 The role of the block: Z

Code of the group: 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 102 credits Requirement courses in the group: In this group you have to complete at least 24 courses Credits in the group: 102 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)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
32BC-P-BCPR-01	Bachelor Thesis Otakar Schlossberger, Tomáš Sadílek, Petra Jílková, Miroslav Sponer, Matouš Machka, Dušan Maga, František H ebík, Iveta Chmielová Dalajková, Martin Šiký, Tomáš Macák	z	6			Z
32BC-P-INFO-01	Informatics Tomáš Kubálek, Michaela Seghmanová, Pavel Andres Michaela Seghmanová Tomáš Kubálek (Gar.)	Z,ZK	6	0P+4C		Z
32BC-P-LOGI-01	Logistics Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C		Z
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		Z
32BC-P-MACR-01	Macroeconomics František H ebík, Petr Makovský, Theodor Beran Petr Makovský Theodor Beran (Gar.)	ZK	3	2P+0C		Z
32BC-P-RTBS-01	Retail Business Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	ZK	3	2P+0C		Z
32BC-P-TQMN-01	Quality Management	ZK	3	2P+0C		Z
32BC-P-MAT1-01	Mathematics 1 Nikola Kasp íková, Eliška Cézová, Leopold Herrmann Nikola Kasp íková Nikola Kasp íková (Gar.)	Z,ZK	6	2P+2C		z
32BC-P-MAT2-01	Mathematics 2 Nikola Kasp íková, Eliška Cézová, Leopold Herrmann, Ji í Nárožný Nikola Kasp íková Nikola Kasp íková (Gar.)	Z,ZK	6	2P+2C		Z
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-MIKR-01	Microeconomics Petr Makovský, Jaroslav Krameš, Petr Adámek Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-OPVY-02	Operational Research Denisa Mocková, Ji í Teichman, Dušan Teichmann Denisa Mocková Denisa Mocková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-POEK-01	Business Economics Miroslav Sponer, Petr Marek Petr Marek (Gar.)	Z,ZK	5	2P+1C		Z

32BC-P-PRAV-01	<b>Law</b> Jií Všete ka <b>Jií Všete ka</b> Jií Všete ka(Gar.)	ZK	3	2P+0C		z
32BC-P-PRX3-01	Internship So a Cupalová So a Cupalová So a Cupalová (Gar.)	Z	18	480XH		Z
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		Z
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-PJBP-01	Bachelor Thesis Project Petr Vym tal Petr Vym tal Petr Vym tal (Gar.)	Z	2	1P+1C		Z
32BC-P- LZD-01	Human Resources Management Martin Šiký Martin Šiký (Gar.)	ZK	3	2P+0C		Z
32BC-P-SOCI-01	Sociology Lucie Plzáková Lucie Plzáková Lucie Plzáková (Gar.)	ZK	3	2P+0C		Z
32BC-P-STAT-01	Statistics Tomáš Löster, Tomáš Macák, Ji í Zmatlík Tomáš Macák Tomáš Macák (Gar.)	Z,ZK	6	2P+2C		z
TV1	Physical Education	Z	0	0+2	Z	Z
TV2	Physical Education	Z	0	0+2	L	Z
32BC-P-MNGZ-01	Principles of Management Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	3	1P+1C		Z
32BC-P-MRKZ-01	Pripciples of Marketing Petra Jílková Petra Jílková Petra Jílková (Gar.)	Z,ZK	4	2P+1C		Z
32BC-P-ZODB-01	Fundamentals of Thesis Petr Vym tal, Hana Úlehlová Petr Vym tal Petr Vym tal (Gar.)	KZ	2	2P+0C		Z
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3	1P+1C		Z
32BC-P-UCTO-01	Basics of Accounting Matouš Machka, Tetiana Davydiuk, Theodor Beran Theodor Beran Theodor Beran (Gar.)	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-BCPR-01 Bachelor Thesis	Z	6
32BC-P-INFO-01 Informatics	Z,ZK	6
32BC-P-LOGI-01 Logistics	ZK	3
32BE-P-MACR-01 Macroeconomics	ZK	3
This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables a	and equations describing its market	s. Graphical
representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investm	nent-saving, liquidity-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, the Solow model a	s a fundamental
economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are prese	ented within the famous Mundell-Fle	eming model,
including the Policy Trilemma 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.		
32BC-P-MACR-01 Macroeconomics	ZK	3
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 ret	tail and understanding of its busine	ss opportunities.
32BC-P-TQMN-01 Quality Management	ZK	3
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	f market participants, households, a	ind companies,
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the o	optimal consumer basket and comp	anies decide on
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microacone	omic optition. For households, it is a	
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microecond		bout maximizing
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and ot	ther times in an environment of barr	bout maximizing
the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and ot the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve	ther times in an environment of barr	bout maximizing
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32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
	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 ization and introduces fundamental human resource functions that determine the competitiveness of the organization in the r	-	ieving strategic
32BC-P-SOCI-01	Sociology	ZK	3
The course focuses of	understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social	I structure of society	with emphasis
on the position of the (economics, manager	ndividual in the organization. Sociology provides the student with the basic context for understanding other disciplines that materiate mathematic marketing).	ake up the content of	of the study
32BC-P-STAT-01	Statistics	Z,ZK	6
Upon successful com	letion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regressior	n and correlation and	alysis, variance
analysis, regression a	nalysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, stude	ents will be ready to	practically use
these methods in follo	w-up courses and practical tasks in a business environment.		
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-0	1 Principles of Management	Z,ZK	3
32BC-P-MRKZ-0	1 Pripciples of Marketing	Z,ZK	4
	marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of in	ntermediate distribu	tion links,
and a structure of the second s	tions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, n	new product, and pro	duct life cycle.
marketing communica			
	I Fundamentals of Thesis	KZ	2
32BC-P-ZODB-0	Fundamentals of Thesis     Fundamentals of Project Management	KZ ZK	2 3
32BC-P-ZODB-0 32BC-P-PMNZ-0			2 3 6

#### Name of the block: Compulsory elective courses Minimal number of credits of the block: 144 The role of the block: PV

#### Code of the group: B0413P - OZ101

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 101 Marketing Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 18

#### Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	New Trends in Marketing Communication Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		PV

## Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ101 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 101 Marketing

32BC-P-DIMA-01 Digital Marketing	Z,ZK	6				
32BC-P-MKAP-02 Marketing Applications	Z,ZK	3				
32BC-P-MKVY-01 Marketing Research	Z,ZK	6				
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the research 3. in relation to them,						
determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able to enter and solve research						
problems independently and in cooperation with a professional research agency from the position of a marketing manager.						
32BC-P-MRTR-01 New Trends in Marketing Communication Z,Z						
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in m	arketing commun	ication such as				
marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.						
32BC-P-CRMN-01 Customer Relationship Management	Z,ZK	3				
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship management and differentiated						
customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on						
creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.						

#### Code of the group: B0413P - OZ102

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 102 ízení a hodnocení pracovního výkonu

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

#### Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 18 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	Labor Law Kate ina Demová Kate ina Demová Kate ina Demová (Gar.)	ZK	3	2P+0C		PV
32BC-P-RHPV-01	Work Performance Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-VZRO-01	Training and Staff Development Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (Gar.)	Z,ZK	6	2P+2C		PV

# Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ102 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 102 ízení a hodnocení pracovního výkonu

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.	Employee rights a	and obligations.
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection.	tion Act. Occupation	onal hygiene.
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-KODO-01 Communication Skills in Management Practice	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.		
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 and seminars, stud	dents 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	ormance manager	nent in the
organization.		
32BC-P-VZRO-01 Training and Staff Development	Z,ZK	6
The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplina	ary and cross-disci	plinary contexts,
and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Prese	nting a whole rang	ge of attractive
stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on	a closer introduct	ion and possible
understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management	nt and HR.	

#### Code of the group: B0413P - OZ103

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 103 ízení firemních proces

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

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

#### Credits in the group: 18

Note on the group:

maximize wealth for shareholders.

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-FIDS-02	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer, Petr Marek Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C		PV

## Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ103 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 103 ízení firemních proces

32BC-P-FIDS-02 Financial and Tax Environment	Z,ZK	6			
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions	of an advanced m	arket economy.			
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current					
market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.					
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6			
32BC-P-MNNP-01 Managerial Tools and Calculations	Z,ZK	6			
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 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 enter	mphasis 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				

#### Code of the group: B0413P - OZ104

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 104 Ú etnictví Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-DSCR-01	Tax System in Czechia           Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BC-P-FIUC-01	<b>Financial Accounting</b> Matouš Machka, František H ebík, Theodor Beran <b>Theodor Beran</b> František H ebík (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C		PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	3	0P+2C		PV

## Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ104 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 104 Ú etnictví

32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6	
32BC-P-DSCR-01	Tax System in Czechia	ZK	3	
The course is focused on the issue of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operation with a focus on legal entities.				
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6	
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	
32BC-P-UCSW-01	Accounting Software	ZK	3	

Code of the group: B0413P - OZ105

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 105 Manažerská informatika

Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 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

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ105 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 105 Manažerská informatika

32BC-P-MIN2-01	Business Informatics - Database Systems	ZK	6
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MIN3-01	Business Informatics - Project Management	ZK	6
32BC-P-MIN4-01	Management Informatics - web design, ERP	ZK	6

Code of the group: B0413P - OZ106

Name of the group: Povinn volitelné p edm ty oborového zam ení B0413P050061, 106 Obchodní podnikání Requirement credits in the group: In this group you have to gain at least 18 credits

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

Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BC-P-MOPR-01	Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV
32BC-P-OBPR-01	Business Operations Management Dana Zadražilová, Patricia Jakešová <b>Patricia Jakešová</b> Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV

# Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ106 Name=Povinn volitelné p edm ty oborového zam ení B0413P050061, 106 Obchodní podnikání

32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6

#### Code of the group: B0413P - PVOK - AJ

Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v anglickém jazyce Requirement credits in the group: In this group you have to gain at least 12 credits (at most 0) 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:

	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their					
Code	members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
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 Irena Jind ichovská (Gar.)	Z,ZK	6	2P+2C		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 Eva Císlerová (Gar.)	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
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6			PV
32BE-P-INBC-01	International Business Culture Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		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
32BE-P-ITRF-01	International Trade and Finance Old ich Bronec Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	Macroeconomics Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	ZK	3	2P+0C		PV
32BE-P-MICR-01	Microeconomics Petr Makovský Petr Makovský (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-PETR-02	<b>Political Economy and International Trade Relations</b> Helmuth Yesid Arias Gomez <b>Helmuth Yesid Arias Gomez</b> Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C		PV
32BE-P-PRSK-01	Presentation Skills Anna Wagnerová Eva Císlerová Anna Wagnerová (Gar.)	ZK	3	0P+2C		PV
32BE-P-MNGP-01	Principles of Management Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C		PV
32BE-P-PMAR-01	Principles of Marketing Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	4	2P+1C		PV
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT Jan Švec Jan Švec Jan Švec (Gar.)	ZK	3	1P+1C		PV
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6	2P+2C		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=B0413P - PVOK - AJ Name=Povinn volitelné p edm ty odborné kompetence B0413P050061 v anglickém jazyce

#### 32BE-P-MACR-01 Macroeconomics

This course provides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-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, the Solow model as a fundamental economic growth framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the famous Mundell-Fleming model, including the Policy Trilemma 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

ΖK

3

sessions.		
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 participant	nts, households, a	nd companies,
but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer		
the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For I		-
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 sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times and sometimes and sometimes to predatory competition and sometimes and so		-
the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Som of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.	etimes it is an emi	cient allocation
32BE-P-MNGP-01 Principles of Management	Z,ZK	3
Management is a key discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and		
changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positive and the second seco	-	-
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		
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 econo		-
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 marketi techniques used in market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and		
pricing, distribution and communication.	decisions in the a	leas of product,
32BE-P-BCOR-01 Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at in		
level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices n		
such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective e		
and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication	<i>,</i> ,	
32BE-P-CSRS-01 Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses o	· ·	
background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial rep	orting standards.	It includes a link
between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies a	and practices cove	er case studies
of projects designed abroad, and in Czech conditions.		
32BE-P-CRTH-01 Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and proble	m-solving skills. T	hrough the
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involve	-	
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing an	d language skills o	developed in this
course might be used across the curriculum.		
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 culture is the interaction of people fro		
business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of diff 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		
culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation memb		cage about now
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 plans).		
Q32-6 EuroTeQ 6 ECTS	Z,ZK	6
32BE-P-INBC-01 International Business Culture	Z,ZK	3
The course examines various cases encountered in international business to give participants examples of real-life situations, help them understand	,	-
and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may the		
projects, linked to technical or interpersonal problems.		
32BE-P-IPW1-01 International Project Workshop I.	ZK	3
32BE-P-IPW2-01 International Project Workshop II.	ZK	3
32BE-P-ITRF-01 International Trade and Finance	Z,ZK	6
We live and work in a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company w		-
you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as we		-
but also special training for working in an international environment The issue of international business and management is very extensive and com	olex, we choose fr	om the overall
mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without	securing cash flow	vs and financing
is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, b	ut it is an importa	nt starting point
for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympa	thy for diversity	
32BE-P-PETR-02 Political Economy and 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. Severa		
policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance		
the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the impleted account transactions at trade and demostly applied account transactions.		
political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as dive 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 and domestic policies.	-	-
including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.		e analyzeu,
32BE-P-PRSK-01 Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategie		-
their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The could be a feedback in a form of self-evaluation, "peer-review" and lecturer comments.	-	-
upper-intermediate level.		

32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6
32BE-P-WEBS-01	World Economy and Business	Z,ZK	6

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

#### Code of the group: B0413P - PVOK - CJ Name of the group: Povinn volitelné p edm ty odborné kompetence B0413P050061 v eském jazyce Requirement credits in the group: In this group you have to gain at least 15 credits Requirement courses in the group: In this group you have to complete at least 3 courses Credits in the group: 15 Note on the group:

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-MOPR-01	Fashion Industry Trends Vladimíra Khelerová Vladimíra Khelerová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-BOZP-01	Workplace Health, Safety anf Fire Prevention Josef Pros Josef Pros (Gar.)	ZK	3	2P+0C		PV
32BC-P-DSCR-01	Tax System in Czechia Otakar Schlossberger Otakar Schlossberger (Gar.)	ZK	3	0P+2C		PV
32BC-P-DIMA-01	Digital Marketing Tomáš Sadílek Tomáš Sadílek (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	Economic Security František H ebík František H ebík (Gar.)	Z	3	0P+2C		PV
32BC-P-EKZP-01	Environmental Economics Petr Makovský, Ond ej Kolínský Ond ej Kolínský Petr Makovský (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ESGR-01	<b>ESG Reporting and Global Regulation</b> Otakar Schlossberger, Jana Brodani <b>Otakar Schlossberger</b> Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-FIDS-02	Financial and Tax Environment Otakar Schlossberger Otakar Schlossberger (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	Financial Accounting Matouš Machka, František H ebík, Theodor Beran Theodor Beran František H ebík (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	Innovation Policies Ond ej Kolínský Ond ej Kolínský (Gar.)	КZ	3	2P+0C		PV
32BC-P-KAPL-01	Career Planning and Development Martin Šiký, Kate ina Tomešková, Pavel Andres, Eva Šírová Martin Šiký Pavel Andres (Gar.)	Z	3	16B		PV
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6	2P+2C		PV
32BC-P-MACA-01	Macroeconomic Analysis Petr Makovský Petr Makovský (Gar.)	ZK	3	0P+2C		PV
32BC-P-MIN2-01	Business Informatics - Database Systems Tomáš Kubálek Tomáš Kubálek (Gar.)	ZK	6	0P+4C		PV
32BC-P-M365-01	Management Informatics - Microsoft 365 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-MNPS-01	Managerial Psychology Lenka Emrová Lenka Emrová Lenka Emrová (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MNNP-01	Managerial Tools and Calculations Arnošt Klesla, Theodor Beran Theodor Beran (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	Marketing Applications Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	Marketing Research Lenka Nováková Lenka Nováková (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-MRTR-01	New Trends in Marketing Communication Ladislava Knihová Ladislava Knihová Ladislava Knihová (Gar.)	Z,ZK	6	2P+2C		PV
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6	2P+2C		PV

32BC-P-POFI-01	Corporate Financial Management Miroslav Sponer, Petr Marek Petr Marek (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-PRAP-01	Labor Law Kate ina Demová 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-RHPV-01	Work Performance Management Martin Šiký Martin Šiký Martin Šiký (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-OBPR-01	Business Operations Management Dana Zadražilová, Patricia Jakešová Patricia Jakešová Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C	PV
32BC-P-CRMN-01	Customer Relationship Management Dagmar Skokanová Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6	2P+2C	PV
32BC-P-UCSW-01	Accounting Software Matouš Machka Matouš Machka (Gar.)	ZK	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-VZRO-01	Training and Staff Development Iveta Chmielová Dalajková, Kate ina Tomešková Iveta Chmielová Dalajková Kate ina Tomešková (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
32BC-P-ZPDT-01	Business Data Processing Ivana Topolová Ivana Topolová Ivana Topolová (Gar.)	Z,ZK	6	2P+2C	PV

# Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - CJ Name=Povinn volitelné p edm ty odborné kompetence B0413P050061 v eském jazyce

32BC-P-DIMA-01 Digital Marketing	Z,ZK	6
32BC-P-MKAP-02 Marketing Applications	Z,ZK	3
32BC-P-MKVY-01 Marketing Research	Z,ZK	6
After completing the course, the student should be able to: 1. define the problem for the research project 2. specify the goals and target group of the	research 3. in rela	ation to them,
determine the method and technique of solution from the used procedures and applications in the field of marketing practice. Students should be ab	le to enter and so	lve research
problems independently and in cooperation with a professional research agency from the position of a marketing manager.		
32BC-P-MRTR-01 New Trends in Marketing Communication	Z,ZK	6
The course is based on the dynamic evolution of marketing in connection with AI and new-age technologies, focusing on emerging approaches in m	arketing commun	ication such as
marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.		
32BC-P-CRMN-01 Customer Relationship Management	Z,ZK	3
The course introduces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship	management an	d differentiated
customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer profiles based on customer segmentation and identify key customer segmentation and identify	tomers. Emphasis	s is placed on
creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are in	troduced.	
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.	Employee rights a	and obligations.
Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection	tion Act. Occupati	onal hygiene.
Personal protective equipment. Safety signs and signals. Technical equipment.		
32BC-P-KODO-01 Communication Skills in Management Practice	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.		
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 and seminars, stuc	lents 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 and the main tasks of managers in various activities related to perform	ormance manager	ment in the
organization.		
32BC-P-VZRO-01 Training and Staff Development	Z,ZK	6
The subject is intended to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplina	-	
and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Prese	•	s
stimuli within the teaching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on		ion and possible
understanding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of management		
32BC-P-FIDS-02 Financial and Tax Environment	Z,ZK	6
Development and current state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions		
Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of	financial institutio	ons in the current
market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.		
32BC-P-FIAN-01 Financial Analysis	Z,ZK	6
32BC-P-MNNP-01 Managerial Tools and Calculations	Z,ZK	6
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	-	-
emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enter	rprise, increase m	arket value and
maximize wealth for shareholders.		
32BC-P-DSCR-01 Tax System in Czechia	ZK	3
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 operations of a state of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of the entire tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of tax system in the Czech Republic with a focus on explaining direct and indirect taxes and their operations of tax system in the Czech Republic with a focus on explaining direct and indirect taxes and tax system in the Czech Republic with a focus on explaining direct and tax system in the Czech Republic with a focus on explaining direct and tax system in the Czech Republic with a focus on explaining direct and tax system in the Czech Republic with a focus on explaining direct and tax system in the Czech Republic with a focus on explaining d		
32BC-P-FIUC-01 Financial Accounting	Z,ZK	6
32BC-P-TPRI-01 Management Theory and Practice	Z,ZK	6
32BC-P-UCSW-01 Accounting Software	ZK	3

32BC-P-MIN2-01 Business Informatics - Database Systems	ZK	6
32BC-P-M365-01 Management Informatics - Microsoft 365	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-MOPR-01 Fashion Industry Trends	Z,ZK	6
32BC-P-POPL-01 Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-OBPR-01 Business Operations Management	Z,ZK	6
32BC-P-EKBZ-02 Economic Security	Z	3
32BC-P-EKZP-01 Environmental Economics	Z,ZK	6
32BC-P-ESGR-01 ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-ISPR-02 Information Systems and Design	Z,ZK	3
32BC-P-INPL-01 Innovation Policies	KZ	3
Technological, entrepreneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing exte		-
on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing		
of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulator		
latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or w	· · ·	
There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very		
32BC-P-KAPL-01 Career Planning and Development	Z	3
		-
	ZK	3
32BC-P-MACA-01 Macroeconomic Analysis	ZK Z.ZK	3
32BC-P-MACA-01 Macroeconomic Analysis 32BC-P-MNPS-01 Managerial Psychology	Z,ZK	3
32BC-P-MACA-01 Macroeconomic Analysis 32BC-P-MNPS-01 Managerial Psychology The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t	to get a look at modern methods	3 of psychology,
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32BC-P-MACA-01         Macroeconomic Analysis           32BC-P-MNPS-01         Managerial Psychology           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be formance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per second sec	Z,ZK to get a look at modern methods ad personnel management. They come acquainted with the persona performing managerial functions rsonality psychology will focus of	3 of psychology, will understand ality prerequisite s. Developmenta n clarifying the
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32BC-P-MACA-01         Macroeconomic Analysis           32BC-P-MNPS-01         Managerial Psychology           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t           which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an           the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be           of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in           psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per           structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows           others and social phenomena around them with theoretical background and concepts of social psychology so that they can understar           deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager           32BC-P-PAOS-01         Legal Aspects of Consumer Protection           Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in fecdes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.	Z,ZK to get a look at modern methods ad personnel management. They come acquainted with the persona performing managerial functions rsonality psychology will focus of s them to look at their own behav nd people's social behavior more ment of others, especially in diffic th such as mobbing, bossing, bur ZK financial markets. Emphasizing the	3 of psychology, will understance ality prerequisite s. Development: n clarifying the rior, behavior of e and put them i ult life situation: nout, etc. 3 he importance of
32BC-P-MACA-01         Macroeconomic Analysis           32BC-P-MNPS-01         Managerial Psychology           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows others and social phenomena around them with theoretical background and concepts of social psychology so that they can understar deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environmen 32BC-P-PAOS-01         Legal Aspects of Consumer Protection Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in f codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.           32BC-P-UDPD-01         Sustainability and Product Design	Z,ZK to get a look at modern methods id personnel management. They come acquainted with the persona performing managerial functions rsonality psychology will focus or is them to look at their own behavior at their own behavior more ment of others, especially in diffic at such as mobbing, bossing, bur ZK financial markets. Emphasizing the Z,ZK	3 of psychology, will understance ality prerequisite s. Development: n clarifying the rior, behavior of e and put them i ult life situation: nout, etc. 3 he importance of 6
32BC-P-MACA-01       Macroeconomic Analysis         32BC-P-MNPS-01       Managerial Psychology         The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t         which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an         the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be         of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in         psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per         structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychology so that they can understar         deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager         The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environmen         32BC-P-PAOS-01       Legal Aspects of Consumer Protection         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in focdes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         32BC-P-UDPD-01       Sustainability and Product Design         32BC-P-ZAV	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       performing managerial functions       rsonality psychology will focus or       s them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       Z	3 of psychology, will understance ality prerequisite s. Development: n clarifying the rior, behavior of e and put them i ult life situations nout, etc. 3 he importance of 6 3
32BC-P-MACA-01       Macroeconomic Analysis         32BC-P-MNPS-01       Managerial Psychology         The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t         which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an         the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be         of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in         psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per         structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychology so that they can understar         deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager         The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environmen         32BC-P-PAOS-01       Legal Aspects of Consumer Protection         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in general, interpretation of legislation form general to special, incl. consumer protection in focdes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         32BC-P-UDPD-01<	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       performing managerial functions       rsonality psychology will focus or       s them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       tsuch as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       Z       additional knowledge, but most in	3 of psychology, will understand ality prerequisite s. Developmenta n clarifying the rior, behavior of e and put them i ult life situations nout, etc. 3 he importance of 6 3 nportantly, under
32BC-P-MACA-01       Macroeconomic Analysis         32BC-P-MNPS-01       Managerial Psychology         The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows to others and social phenomena around them with theoretical background and concepts of social psychology so that they can understard deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment 32BC-P-PAOS-01         Legal Aspects of Consumer Protection         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         32BC-P-UDPD-01       Sustainability and Product Design         32BC-P-ZAVR-01       Employee Selection Process         The course is implemented in the form of a	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       o performing managerial functions       rsonality psychology will focus or       s them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       Z       additional knowledge, but most in       ions from the perspective of the additional knowledge, but most in	3 of psychology, will understance ality prerequisite s. Development: n clarifying the rior, behavior of e and put them i ult life situations nout, etc. 3 he importance of 6 3 nportantly, under applicant and the
32BC-P-MACA-01       Macroeconomic Analysis         32BC-P-MNPS-01       Managerial Psychology         The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows to others and social phenomena around them with theoretical background and concepts of social psychology so that they can understar deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment 32BC-P-PAOS-01         Legal Aspects of Consumer Protection         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in fcodes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         32BC-P-UDPD-01       Sustainability and Product Design         32BC-P-ZAVR-01       Employee Selection Process         The course is implemented in the form of a	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       o performing managerial functions       rsonality psychology will focus or       s them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       Z       additional knowledge, but most in       ions from the perspective of the additional knowledge, but most in	3 of psychology, will understance ality prerequisite s. Development in clarifying the rior, behavior of a and put them ult life situation nout, etc. 3 he importance 6 3 nportantly, under applicant and the
32BC-P-MACA-01         Macroeconomic Analysis           32BC-P-MNPS-01         Managerial Psychology           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice an the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows others and social phenomena around them with theoretical background and concepts of social psychology so that they can understar deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment 32BC-P-PAOS-01   Legal Aspects of Consumer Protection           Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in forcides of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.           32BC-P-JUDPD-01         Sustainability and Product Design           32BC-P-ZAVR-01         Employee Selection Process           The course is implemented in the form of an intensive weekly	Z,ZK       to get a look at modern methods       id personnel management. They       come acquainted with the persona       performing managerial functions       rsonality psychology will focus or       is them to look at their own behavior       ind people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       additional knowledge, but most in       ions from the perspective of the act	3 of psychology, will understand ality prerequisite s. Developmenta n clarifying the rior, behavior of e and put them i ult life situations nout, etc. 3 he importance of 6 3 nportantly, under applicant and th ad. year 2023/24
32BC-P-MACA-01         Macroeconomic Analysis           32BC-P-MNPS-01         Managerial Psychology           The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows t which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows to there and social phenomena around them with theoretical background and concepts of social psychology so that they can understar deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment 32BC-P-PAOS-01           32BC-P-UDPD-01         Sustainability and Product Design           32BC-P-ZAVR-01         Employee Selection Process           The course will be created a special space for practice the professional skills needed for the selection process and applying for job positi company. In the course will be created a special space for practicing model situations and for discussing real problems from practice. In the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       a performing managerial functions       rsonality psychology will focus or       as them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       additional knowledge, but most in       ions from the perspective of the act       Z,ZK       Z,ZK	3 of psychology, will understand ality prerequisite s. Developmenta in clarifying the rior, behavior of e and put them i ult life situations nout, etc. 3 he importance of 6 3 nportantly, under applicant and the ad. year 2023/24 6
32BC-P-MACA-01       Macroeconomic Analysis         32BC-P-MNPS-01       Managerial Psychology         The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows terms which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will be of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in psychology introduces the principles of human development and psychological characteristics of selected developmental periods, per structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows to there and social phenomena around them with theoretical background and concepts of social psychology so that they can understar deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and manager. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment 32BC-P-PAOS-01         23BC-P-DAOS-01       Legal Aspects of Consumer Protection         Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in focdes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.         32BC-P-UDPD-01       Sustainability and Product Design         32BC-P-ZAVR-01       Employee Selection Proccess         The co	Z,ZK       to get a look at modern methods       ad personnel management. They       come acquainted with the persona       a performing managerial functions       rsonality psychology will focus or       as them to look at their own behavior       nd people's social behavior more       ment of others, especially in difficit       t such as mobbing, bossing, bur       ZK       financial markets. Emphasizing the       Z,ZK       additional knowledge, but most in       ions from the perspective of the act       Z,ZK       Z,ZK	3 of psychology, will understance ality prerequisite s. Development in clarifying the rior, behavior of e and put them ult life situation nout, etc. 3 he importance 6 3 nportantly, under applicant and the ad. year 2023/20

#### 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BE-P-AMTT-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV
32BE-P-ARTT-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková Olga Št pánková (Gar.)	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
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 <b>Tereza Náplavová Semrádová</b> Tereza Náplavová Semrádová (Gar.)	ZK	3	2P+0C		PV
32BC-P-MATP-01	Applied Materials in Technology Jaroslav Valach Jaroslav Valach (Gar.)	ZK	3	2P+0C		PV

32BC-P-DOPT-01	Transportation Technology Michal Mervart Michal Mervart (Gar.)	ZK	3	2P+0C	PV
32BE-P-TRST-01	Transportation Technology Old ich Bronec Old ich Bronec (Gar.)	ZK	3	2P+0C	PV
32BC-P-UMIN-01	Artificial Intelligence Martin Macaš, Olga Št pánková Olga Št pánková (Gar.)	Z,ZK	3	1P+1C	PV
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)	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			
32BE-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3			
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi	des students with	knowledge of			
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA					
32BC-P-SAPH-01 Enterprise Management in SAP S/4 HANA	ZK	3			
The aim of the course is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provi	des students with	knowledge of			
fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.					
32BC-P-ERGO-01 Ergonomics	ZK	3			
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requ	uirements for work	king while sitting,			
standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environm	nent, as well as pr	eventing health			
issues caused by prolonged passive sitting in poorly adjusted conditions.					
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 pasanger and freight transport, orga	nisation of traffic i	n each transport			
mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using v	arious means of t	ransport.			
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 the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It is the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It is the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It is the server as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It is the server as a technical extension of technical extension ext	ces students to the	e 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
32BL-P-ENL1-01	English Language 1 Eva Císlerová, Pavel Andres, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL1-02	English Language 1 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	z	6	0P+4C		J
32BL-P-ENL2-02	English Language 2 Eva Císlerová, Radek Vít, Lenka Pánková, Barbora Maturová, Romana Janotová, Zuzana Chvatíková, Sheri Elaine Ballard <b>Radek Vít</b> Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL2-01	English Language 2 Eva Císlerová, Lenka Pánková, Jana Rubešová, Barbora Maturová, Kryštof Beták, Sheri Elaine Ballard <b>Eva Císlerová</b> Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J
32BL-P-ENL3-01	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J
32BL-P-ENL3-02	English Language 3 Eva Císlerová, Anna Wagnerová, Radek Vít, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Romana Janotová, Kryštof Beták, Radek Vít Eva Císlerová (Gar.)	Z	6	0P+4C		J

32BL-P-ENL4-01	English Language 4 Eva Císlerová, Anna Wagnerová, Lenka Pánková, Halka Varhaníková, Jana Rubešová, Barbora Maturová, Dagmar Garlick Eva Císlerová Eva Císlerová (Gar.)	Z,ZK	6	0P+4C		J	
32BL-P-FRL1-01	French Language 1 Abigail Rejchrtová Kozlíková Eva Císlerová Abigail Rejchrtová Kozlíková (Gar.)	Z	6	0P+4C		J	
32BL-P-ITL1-01	Italian Language 1 Eva Císlerová, Miroslava Ferrarová <b>Eva Císlerová</b> Miroslava Ferrarová (Gar.)	Z	6	0P+4C		J	
32BL-P-GEL1-01	German Language 1 Eva Císlerová, Markéta Blažejová Eva Císlerová Eva Císlerová (Gar.)	Z	6	0P+4C		J	
32BL-P-SPL1-01	Spanish Language 1 Anna Wagnerová, Vanda Hanousková Eva Císlerová Anna Wagnerová (Gar.)	Z	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)							

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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 gram					
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	imar. 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 ar	nd improving gram	imar. All			
interconnected language skills are submitted to the goal of developing the required level needed for students' 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. re	ading, writing, sp	eaking and			
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stren	igthening and imp	roving 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.	ading, writing, sp	eaking and			
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on stren	igthening and imp	roving grammar.			
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
32BL-P-ENL3-01 English Language 3	Z	6			
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	mar. The course	focuses on			
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	imar. All			
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.					
32BL-P-ENL3-02 English Language 3	Z	6			
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gran	mar. The course	focuses on			
developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening ar	nd improving gram	imar. All			
interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.					
32BL-P-ENL4-01 English Language 4	Z,ZK	6			
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e.	ading, writing, sp	eaking and			
listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on stren	igthening and imp	roving grammar.			
All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.					
32BL-P-FRL1-01 French Language 1	Z	6			
32BL-P-ITL1-01 Italian Language 1	Z	6			
32BL-P-GEL1-01 German Language 1	Z	6			
Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.					
32BL-P-SPL1-01 Spanish Language 1	Z	6			
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, readir	ng, listening and			
writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communication	ative skills. The co	urse is designed			
EXCLUSIVELY for beginners/ false beginners.					

### List of courses of this pass:

Code	Name of the course	Completion	Credits			
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. E	mployee 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-CRMN-01	Customer Relationship Management	Z,ZK	3			
The course introdu	ces students to the issue of customer relationship management (CRM). Attention is paid to the principles of customer relationship m	anagement and di	fferentiated			
customer relations	customer relationship management. Students will understand how to create customer profiles based on customer segmentation and identify key customers. Emphasis is placed on					
creating and enhancing customer value in order to build long-term customer loyalty. The latest trends in marketing and customer management are introduced.						
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6			

32BC-P-DOPT-01			
	Transportation Technology	ZK	3
	rt technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisa		
	factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using va		-
32BC-P-DSCR-01	Tax System in Czechia	ZK	
			-
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BC-P-ERGO-01	Ergonomics	ZK	3
	quire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requiren computer. The course also includes understanding spatial perception and the interaction between a person and their environment		
standing, and using a	issues caused by prolonged passive sitting in poorly adjusted conditions.		nung neurin
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIDS-02	Financial and Tax Environment	Z,ZK Z,ZK	6
1	rent state of scientific knowledge in the field of management of financial institutions, financial and tax system in the conditions of a		1
	ory "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of fina		-
-	market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calcu		
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6
32BC-P-INPL-01	Innovation Policies	KZ	3
1	reneurial, social, and institutional innovations are a key factor helping societies to adapt to quickly changing external conditions. Th		-
	to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much mor	-	
	entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and		
	competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality	•	
There	are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very dif	ferent results.	
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
32BC-P-LOGI-01	Logistics	ZK	3
32BC-P-M365-01	Management Informatics - Microsoft 365	ZK	6
32BC-P-MACA-01	Macroeconomic Analysis	ZK	3
32BC-P-MACR-01	Macroeconomics	ZK	3
32BC-P-MAT1-01	Mathematics 1	Z,ZK	6
32BC-P-MAT2-01	Mathematics 2	Z,ZK	6
32BC-P-MATP-01		ZK	3
	Applied Materials in Technology		4
32BC-P-MIKR-01	Microeconomics	Z,ZK	
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-MKAP-02	Marketing Applications	Z,ZK	3
32BC-P-MKVY-01	Marketing Research	Z,ZK	6
	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 meth	od and technique of solution from the used procedures and applications in the field of marketing practice. Students should be able problems independently and in cooperation with a professional research agency from the position of a marketing manager.		e research
			2
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
32BC-P-MNNP-01	Principles of Management Managerial Tools and Calculations	Z,ZK Z,ZK	6
32BC-P-MNP-01 32BC-P-MNPS-01	Principles of Management Managerial Tools and Calculations Managerial Psychology	Z,ZK Z,ZK Z,ZK	6 3
32BC-P-MNNP-01 32BC-P-MNPS-01 The subject acquaint	Principles of Management Managerial Tools and Calculations Managerial Psychology s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo	Z,ZK Z,ZK Z,ZK dern methods of	6 3 osychology,
32BC-P-MNNP-01 32BC-P-MNPS-01 The subject acquaint which are used to rec	Principles of Management Managerial Tools and Calculations Managerial Psychology s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo ognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerial or product to the role of psychology in managerial practice and personnel managerial personne	Z,ZK Z,ZK Z,ZK dern methods of gement. They will	6 3 osychology, understand
32BCP-MNP-01 32BCP-MNPS01 The subject acquaint which are used to rec the importance of the p	Principles of Management Managerial Tools and Calculations Managerial Psychology s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo cognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with	Z,ZK Z,ZK Z,ZK dern methods of gement. They will th the personality p	6 3 osychology, understand orerequisites
32BCP-MNP-01 32BCP-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo ognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managerisonality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted wit importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial activities.	Z,ZK Z,ZK Z,ZK dern methods of gement. They will th the personality perial functions. De	6 3 osychology, understand prerequisites welopmenta
32BCP-MNP-01 32BCP-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their psychology introduce	Principles of Management Managerial Tools and Calculations Managerial Psychology s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at mo cognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manage 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 th the personality p erial functions. De gy will focus on cl	6 3 osychology, understand orerequisites velopmenta arifying the
32BCP-MNP-01 32BCP-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their psychology introduce structure and dynami	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more cognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managers of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted wit importance for successful performance of managerial activities, with psychic functions and processes applied in performing managers the principles of human development and psychological characteristics of selected developmental periods, personality psychological characteristics of selected developmental periods, period particle activities, period particle activities, period particle actind particle actind particle activitites, period par	Z,ZK Z,ZK Z,ZK dern methods of gement. They will th the personality p erial functions. De gy will focus on cl eir own behavior,	6 3 osychology, understand orerequisite: velopmenta arifying the behavior of
32BCP-MNP-01 32BCP-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their psychology introduce structure and dynami others and social phere deeper contexts. Stud	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more cognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managers and assess other people. Students will be introduced to the role of psychology. They will become acquainted with importance for successful performance of managerial activities, with psychic functions and processes applied in performing managers 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 nomena around them with theoretical background and concepts of social psychology so that they can understand people's social bents will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especial of the self-management and management of othe	Z,ZK Z,ZK Z,ZK dern methods of gement. They will th the personality p erial functions. De gy will focus on cl leir own behavior, behavior more and ecially in difficult li	6 3 osychology, understand prerequisite: velopmenta arifying the behavior of d put them in fe situations
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32BCP-MNP-01 32BC-P-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their psychology introduce structure and dynami others and social pher deeper contexts. Stud The course will als 32BC-P-MRKZ01 Students who take marketing communica 32BC-P-MRTR-01 The course is based 32BC-P-OBPR-01	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more opinize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages are assess of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with importance for successful performance of managerial activities, with psychic functions and processes applied in performing manages the principles of human development and psychological characteristics of selected developmental periods, personality psycholog cs of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the nomena around them with theoretical background and concepts of social psychology to that they can understand people's social be puided to self-knowledge and self-awareness as a basis for the self-management and management of others, especio point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobber as principles of Marketing           Principles of Marketing         Pripciples of Marketing           Pripciples of Marketing         Pripciples of marketing research, marketing mix and its application, product policy, new p<	Z,ZK Z,ZK Z,ZK dern methods of gement. They will the personality p erial functions. De gy will focus on cl lear own behavior, behavior more and ecially in difficult li ing, bossing, burn Z,ZK z,ZK ermediate distribut orduct, and produ Z,ZK eting communicat	6 3 osychology, understand orerequisites velopmenta arifying the behavior of d put them ir fe situations nout, etc. 6 4 tion links, ict life cycle. 6 ion such as 6
32BCP-MNP-01 32BC-P-MNPS01 The subject acquaint which are used to rec the importance of the p of managers and their psychology introduce structure and dynami others and social pher deeper contexts. Stud The course will als 32BC-P-MRKZ01 Students who take marketing communication 32BC-P-MRTR-01 The course is based 32BC-P-OBPR-01 32BC-P-OPV-602	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more opinize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managers and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel managers of successful performance of managerial activities, with psychic functions and processes applied in performing managers the principles of human development and psychological characteristics of selected developmental periods, personality psycholog cs of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at the nomena around them with theoretical background and concepts of social psychology so that they can understand people's social be point out the workload and ways of its elimination, as well as problematic phenomena of the workload and ways of its elimination, as well as problematic phenomena of the workload and ways of its elimination, as well as problematic phenomena of the workload policies, types of interfering course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of interfering, market segmentation, marketing Communication           on the dynamic evolution of marketing in connection with Al and new-age technologies, focusing on emerging approaches in marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.           Business Operations Management         Operational Research	Z,ZK Z,ZK dern methods of gement. They will the personality perial functions. De gy will focus on clue ier own behavior, behavior more and becailly in difficult li ing, bossing, burn Z,ZK ermediate distribut roduct, and produ Z,ZK eting communicat Z,ZK eting communicat	6         3         psychology,         understand         prerequisites         velopmenta         arifying the         behavior of         put them ir         fe situations         nout, etc.         6         4         tion links,         ict life cycle.         6         6         4         6         4         6         4         6         4
32BC-P-MNNP-01         32BC-P-MNPS01         The subject acquaint         which are used to rec         the importance of the p         of managers and their         psychology introduce         structure and dynami         others and social phere         deeper contexts. Stud         The course will als         32BC-P-MRKZ-01         Students who take         marketing communication         32BC-P-MRTR-01         The course is based         32BC-P-OPVY02         32BC-P-PAOS-01	Principles of Management           Managerial Tools and Calculations           Managerial Psychology           s with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at more opinize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages are assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel manages are sonality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with importance for successful performance of managerial activities, with psychic functions and processes applied in performing manages the principles of human development and psychological characteristics of selected developmental periods, personality psycholog will acquaint students with the way of socio-psychological thinking - it allows them to look at th nomena around them with theoretical background and concepts of social psychology to that they can understand people's social be puided to self-knowledge and self-awareness as a basis for the self-management and management of others, espere to point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobber opinic out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobber of fundamental concepts, including pricing strategies, distribution policies, types of intertions, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new p New Trends in Marketing Communication on the dynamic evolution of marketing in connection with AI and ne	Z,ZK Z,ZK dern methods of gement. They will the personality perial functions. De gy will focus on clue ier own behavior, behavior more and ecially in difficult li- ting, bossing, burr Z,ZK Z,ZK ermediate distribu- roduct, and produ Z,ZK eting communicat Z,ZK Z,ZK Z,ZK Z,ZK Z,ZK	6         3         psychology,         understand         prerequisites         velopmenta         arifying the         behavior of         put them in         fe situations         nout, etc.         6         4         ion links,         ict life cycle         6         4         3

32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-POFI-01	Corporate Financial Management	Z,ZK	6
	and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as pe	-	
emphasis will be pla	aced on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterpris maximize wealth for shareholders.	e, increase marke	et value and
32BC-P-POPL-01	Entrepreneurship and Business Plan	Z,ZK	6
32BC-P-PRAP-01	Labor Law	ZK	3
	Labor Law Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.	21	5
32BC-P-PRAV-01		ZK	3
32BC-P-PRX3-01	Internship	Z	18
	f the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportunit		
	'S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stad		
	long-term professional internship.		
32BC-P-RHPV-01	Work Performance Management	Z,ZK	6
	ed on the development of managerial skills in performance management in the organization. Through lectures and seminars, students tices for efficient performance management in the organization and the main tasks of managers in various activities related to perfor		-
policies and prac	organization.	mance managem	ent in the
32BC-P-RTBS-01	Retail Business	ZK	3
	es students to the principles of managing a modern retail company. Emphasis is placed on current trends in retail and understanding		-
32BC-P-SAPH-01	Enterprise Management in SAP S/4 HANA	ZK	3
	rse is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provides	s students with kn	owledge of
	fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H/		
32BC-P-SOCI-01	Sociology	ZK	3
	on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure individual in the approximation of the individual in society.	-	
on the position of	the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make (economics, management, marketing).	up the content of	r the study
32BC-P-STAT-01	Statistics	Z,ZK	6
	mpletion, students will acquire basic knowledge of applied statistics in the field of descriptive techniques of data sets, regression and		-
	analysis, design and evaluation of experiments, hypothesis testing, and time series analysis. After completing the course, students w		
	these methods in follow-up courses and practical tasks in a business environment.		
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TQMN-01	Quality Management	ZK	3
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6
32BC-P-UDPD-01	Sustainability and Product Design	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-VZRO-01	Training and Staff Development	Z,ZK	6
-	ded to strengthen the motivation of students to expand their knowledge of education and development of workers in both disciplinary and the students to expand the students to expand the students of expansion of of e		-
	ne it should serve to better understand the relationship between management and leadership of people in an organization. Presentin aching of the subject, which opens a didactically desirable space for starting a discussion between students with an emphasis on a clu		
	anding of key topics, is a suitable way to create and strengthen the professional competences of future specialists in the field of man		•
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is imple	mented in the form of an intensive weekly (off-semester) course. Students will have a special opportunity to gain additional knowledg	e, but most impor	tantly, under
•	erts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the persp		
company. In the cou	rse will be created a special space for practicing model situations and for discussing real problems from practice. In the summer semes	ster of the acad. ye	ear 2023/24,
	the course will take place on May 6, 7, 9, 10, 2024, from 9 a.m. to 2:30 p.m.	1/7	0
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-ZPDT-01	Business Data Processing system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measure	Z,ZK s and dimensions	design and
200igir or primary s	implementation for decision making purposes and results reporting using pivot charts and tables.		accigit and
32BC-P- LZD-01	Human Resources Management	ZK	3
1	es modern principles and practices of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization, explains the key role of human resource management in the organization of human resource management in the organizati		-
	of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in	the market econo	my.
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
	se to help students write better emails in English as emails are the most common form of written communication. It is aimed at intern		
	f sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more	•	
level, and consists o	esions sentence structures linking words, prepositions, work tansas, and punctuation at a linuil halp atudants to write affective amail	a ovorace thamas	
level, and consists o	ssions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective email: and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	-	eives clearly,
level, and consists o such as fixed expres	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu	nication	1
level, and consists of such as fixed express 32BE-P-COMIN-01		nication Z,ZK	6
level, and consists of such as fixed expres 32BE-P-CCMIN-01 Managing cultural	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu Cross-Cultural Management	nication Z,ZK different backgro	6 unds in the
level, and consists of such as fixed exprese 32BE-P-CCMIN01 Managing cultural business world. Kno be considered one of	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of difference of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for	nication Z,ZK different backgrount national culture deeper knowledg	6 unds in the s and could
level, and consists of such as fixed exprese 32BE-P-CCMIN01 Managing cultural business world. Kno be considered one of	and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business commu Cross-Cultural Management diversity plays crucial in todays globalized world and doing business across countries. Cross culture is the interaction of people from owledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of differences of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases the efficiency of interaction between representatives of differences and their practical use increases and their practical	nication Z,ZK different backgrount national culture deeper knowledg	6 unds in the s and could

32BE-P-CRTH-01	Critical Thinking	ZK	3		
The primary obj	ective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem	n-solving skills. Thr	ough the		
discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned					
decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this					
	course might be used across the curriculum.	774			
32BE-P-CSRS-01		Z,ZK	6		
	with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on ar concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporti	-			
-	concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-initialian report concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and	-			
	of projects designed abroad, and in Czech conditions.				
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6		
Students will be at	ble to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a bu		ect and use		
	relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plan	ns).			
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3		
32BE-P-INBC-01	International Business Culture	Z,ZK	3		
The course examin	es various cases encountered in international business to give participants examples of real-life situations, help them understand what	at they may be conf	ronted with,		
and train them to fin	nd appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threat	en the success of i	nternational		
	projects, linked to technical or interpersonal problems.		-		
32BE-P-IPW1-01	International Project Workshop I.	ZK	3		
32BE-P-IPW2-01	International Project Workshop II.	ZK	3		
32BE-P-ITRF-01	International Trade and Finance	Z,ZK	6		
	a globalized world, in a world of open borders It is very likely that you will work in international company or in domestic company with i				
-	d For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if y aining for working in an international environment The issue of international business and management is very extensive and comple				
	hat you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without sec				
	ssible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it		•		
for you at	the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and s	sympathy for divers	ity		
32BE-P-MACR-01	Macroeconomics	ZK	3		
This course prov	ides the main macroeconomic concepts to understand how a country operates regarding its aggregate variables and equations desc	ribing its markets.	Graphical		
	equilibrium conditions are extensively used for easy comprehension and flexibility. The canonical IS-LM (investment-saving, liquidity-	• ·	-		
-	ncial 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, the S				
• •	framework is also covered. The open economy specifics related to exports-imports and exchange rates are presented within the fam r Trilemma or Impossible Trinity concept. The main textbook is Blanchard (2021). Mankiw (2022) can be used as well. This course has		• ·		
	sessions.	only lectures and	IIU EXELCISE		
32BE-P-MICR-01		Z,ZK	4		
	ist of topics that represent current microeconomic problems. The issue is viewed not only from the perspective of market participants,	I ' I			
	erspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer bas		-		
the effective allocation	tion of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For house	seholds, it is about	maximizing		
-	eved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times in an environment of sometimes too predatory competition and other times t				
the industry (too h	igh monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometir	nes it is an efficien	t allocation		
	of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.	774			
32BE-P-MNGP-01	Principles of Management ey discipline in the life of a company, institution, and society. Modern management trends fundamentally change its essence and con	Z,ZK	3		
U	g faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions	,	, i		
	ust a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, m				
	basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and econo				
32BE-P-PETR-02	Political Economy and International Trade Relations	Z,ZK	6		
	irse, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be done. Several to		e economic		
policy will be discus	ssed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of P	ayment analysis, e	mphasising		
-	vice transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the impo				
	(IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse	-	-		
role of multinatio	nal corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of internat including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed count		analyzed,		
			4		
32BE-P-PMAR-01	Principles of Marketing s on understanding the objectives and role of marketing in a company. Students will be introduced to the fundamentals of marketing	Z,ZK			
	market segmentation, positioning and designing marketing mix tools. The marketing mix is introduced as a set of objectives and dec	•			
1	pricing, distribution and communication.				
32BE-P-PRSK-01	Presentation Skills	ZK	3		
Students will adopt	main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in	English. Students	will develop		
their own presenta	ation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course	is aimed at interm	ediate and		
	upper-intermediate level.				
32BE-P-SAPH-01		ZK	3		
The aim of the co	urse is to introduce participants to the basics of enterprise management with SAP S/4 HANA information system. The course provide		owledge of		
	fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4H				
32BE-P-SDGB-02		ZK	6		
32BE-P-TRST-01	Transportation Technology	ZK	3		
	as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces a of this field, it is an ideal area for applying knowledge in the field of project management, corporate management, strategic management.		-		
	s of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic manage				
32BE-P-WEBS-01	World Economy and Business ces students of the technical universities to international business. Throughout the course, an interesting contrast between the inspiring t	Z,ZK	6 alternative		
	omic policy will be done. When analysing the international business context, the student must interpret the role of big players, mainly				
	ne must assess the degree of market power and the apparent strategies designed for taking advantage of pricing policy. Several topic	-			
		-	I		

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				
32BL-P-ENL1-01	English Language 1	Z	6	
The course is sui	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on	
developing lang	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	mar. All	
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	le.		
32BL-P-ENL1-02	English Language 1	Z	6	
The course is sui	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course fo	cuses on	
developing lang	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a	nd improving gram	mar. All	
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li	le.		
32BL-P-ENL2-01	English Language 2	Z,ZK	6	
The course is suit	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	ading, writing, spea	aking and	
listening, on underst	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength	ening and improvin	ig grammar.	
A	Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.		
32BL-P-ENL2-02	English Language 2	Z,ZK	6	
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea		• I	
	anding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strength		ig grammar.	
A	Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe	ssional life.		
32BL-P-ENL3-01	English Language 3	Z	6	
The course is sui	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram	mar. The course for	cuses on	
developing lang	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All	
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li			
32BL-P-ENL3-02	English Language 3	Z	6	
	table for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as gram			
developing lang	uage skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening a		mar. All	
	interconnected language skills are submitted to the goal of developing the required level needed for students' professional li			
32BL-P-ENL4-01	English Language 4	Z,ZK	6	
	able for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. rea	<b>0</b>		
<b>.</b>	anding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strength	•	g grammar.	
	Il interconnected language skills are submitted to the goal of developing the required level needed for students' academic and profe			
32BL-P-FRL1-01	French Language 1	Z	6	
32BL-P-GEL1-01	German Language 1	Z	6	
	Elementary German. Explanation of and practising all language skills: speaking, reading, writing and listening.			
32BL-P-ITL1-01	Italian Language 1	Z	6	
32BL-P-SPL1-01	Spanish Language 1	Z	6	
The course is suitab	ble for bachelor students. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: sp	eaking, reading, li	stening and	
writing. Students wil	I 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.				
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6	
TV1	Physical Education	Z	0	
TV2	Physical Education	Z	0	

For updated information see <u>http://bilakniha.cvut.cz/en/FF.html</u> Generated: day 2025-07-13, time 11:21.