Study plan

Name of study plan: B0413P050061 Ekonomika a management (OZ101 Marketing) 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: 192
Elective courses credits: -12
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 předměty 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)* *Tutors, **authors** and guarantors (gar.)*	Completion	Credits	Scope	Semester	Role
32BC-P-BCPR-01	**Bachelor Thesis** *Kateřina Tomešková, Jiří Zmatlík, František Hřebík, Lenka Emrová, Miroslav Sponer, Martin Šikýř, Ladislava Knihová, Michal Mervart, Igor Kukliš, ... **Petr Makovský** Petr Makovský (Gar.)*	Z	6			z
32BC-P-INFO-01	**Informatics** *Tomáš Kubálek, Pavel Andres, Michaela Seghmanová **Pavel Andres** Tomáš Kubálek (Gar.)*	Z,ZK	6	0P+4C		z
32BC-P-LOGI-01	**Logistics** *Michal Mervart **Michal Mervart** Michal Mervart (Gar.)*	ZK	3	2P+0C		z
32BE-P-MACR-01	**Macroeconomics** *Aliya Baqyt **Aliya Baqyt** Aliya Baqyt (Gar.)*	ZK	3	2P+0C		z
32BC-P-MACR-01	**Macroeconomics** *František Hřebík **František Hřebík** František Hřebík (Gar.)*	ZK	3	2P+0C		z
32BC-P-RTBS-01	**Retail Business** *Štěpán Chalupa **Štěpán Chalupa** Štěpán Chalupa (Gar.)*	ZK	3	2P+0C		z
32BC-P-TQMN-01	**Quality Management** *Ondřej Hykš **Ondřej Hykš** Ondřej Hykš (Gar.)*	ZK	3	2P+0C		z
32BC-P-MAT1-01	**Mathematics 1** *Nikola Kaspříková, Eliška Cézová, Jiří Nárožný, Leopold Herrmann **Nikola Kaspříková** Nikola Kaspříková (Gar.)*	Z,ZK	6	2P+2C		z
32BC-P-MAT2-01	**Mathematics 2** *Nikola Kaspříková, Eliška Cézová, Jiří Nárožný, Leopold Herrmann **Nikola Kaspříková** Nikola Kaspříková (Gar.)*	Z,ZK	6	2P+2C		z
32BE-P-MICR-01	**Microeconomics** *Petr Makovský **Petr Makovský** Petr Makovský (Gar.)*	Z,ZK	4	2P+1C		z
32BC-P-MIKR-01	**Microeconomics** *František Hřebík, Petr Makovský, Petr Adámek **František Hřebík** František Hřebík (Gar.)*	Z,ZK	4	2P+1C		z
32BC-P-OPVY-02	**Operational Research** *Denisa Mocková, Dušan Teichmann **Denisa Mocková** Denisa Mocková (Gar.)*	Z,ZK	4	2P+1C		z
32BC-P-POEK-01	**Business Economics** *Miroslav Sponer **Miroslav Sponer** Miroslav Sponer (Gar.)*	Z,ZK	5	2P+1C		z
32BC-P-PRAV-01	**Law** *Jiří Všetečka **Jiří Všetečka** Jiří Všetečka (Gar.)*	ZK	3	2P+0C		z

32BC-P-PRX3-01	**Internship** *Soňa Cupalová* ***Soňa Cupalová*** *Soňa 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 Vymětal, Petr Studnička* ***Petr Vymětal*** *Petr Studnička (Gar.)*	Z	2	16B		z
32BC-P-PJBP-02	**Bachelor Thesis Project** *Petr Vymětal* ***Petr Vymětal***	Z	2	16B		z
32BC-P-ŘLZD-01	**Human Resources Management** *Martin Šikýř* ***Martin Šikýř*** *Martin Šikýř (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** *Pavel Mužík, Jiří Nárožný* ***Jiří Nárožný*** *Pavel Mužík (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** *Pavel Mužík, Zuzana Dvořáková* ***Zuzana Dvořáková*** *Zuzana Dvořáková (Gar.)*	Z,ZK	3	1P+1C		z
32BC-P-MRKZ-01	**Pripciples of Marketing** *Pavel Mužík, Petra Jílková* ***Pavel Mužík*** *Petra Jílková (Gar.)*	Z,ZK	4	2P+1C		z
32BC-P-ZODB-01	**Fundamentals of Thesis** *Petr Vymětal* ***Petr Vymětal*** *Petr Vymětal (Gar.)*	KZ	2	2P+0C		z
32BC-P-PMNZ-01	**Fundamentals of Project Management** *Petr Fanta* ***Petr Fanta*** *Petr Fanta (Gar.)*	ZK	3	1P+1C		z
32BC-P-UCTO-01	**Basics of Accounting** *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 předměty 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 and equations describing its markets. Graphical representations of equilibrium conditions are extensively used for easy comprehension and flexibility. First, we pay greater attention to long-run issues (on which classicals and Keynesians have less disagreement). Second, we focus on the classical and Keynesian analyses of short-run fluctuations within a single overall framework, in which we show that the two approaches differ in their assumptions about how quickly wages and prices adjust. Where differences in viewpoint remain, we present and critique both perspectives. This balanced approach, including the open economy specifics, exposes students to all the best ideas in modern macroeconomics. The main textbook is Abel, Bernanke, and Croushore (2024). Blanchard (2021) and 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 basic principles of managing a modern retail company. Emphasis is placed on current trends in retail development and understanding the business environment in its complex form.

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 market participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.

32BC-P-MIKR-01	Microeconomics	Z,ZK	4
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-POEK-01	Business Economics	Z,ZK	5
32BC-P-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18

The classification of the subject of professional practice is based on the decision of the MÚVS ČVUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stady plans includes a 3-month long-term professional internship.

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 content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4

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

32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PJBP-02	Bachelor Thesis Project	Z	2
32BC-P-ŘLZD-01	Human Resources Management	ZK	3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy. The course also includes the practice of employing people associated with the application of labor regulations and model examples of dealing with everyday issues of managers and HR professionals related to recruitment and selection, evaluation and compensation, or training and development of employees.			
32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis on the position of the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make up the content of the study (economics, management, marketing).			
32BC-P-STAT-01	Statistics	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0
32BC-P-MNGZ-01	Principles of Management	Z,ZK	3
The course introduces key concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on understanding the management cycle (planning, organizing, decision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students will learn about various forms of organizational structure, change management, and the importance of goals in strategic management. The course covers current topics such as internal communication, the use of social networks, and the role of artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework and practical skills for working in a managerial environment.			
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.			
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-PMNZ-01	Fundamentals of Project Management	ZK	3
32BC-P-UCTO-01	Basics of Accounting	Z,ZK	6

Name of the block: Compulsory elective courses
Minimal number of credits of the block: 66
The role of the block: PV

Code of the group: B0413P - OZ101
Name of the group: Povinně volitelné předměty oborového zaměření 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*** *Tomáš Sadílek (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	**Marketing Applications** *Lenka Nováková* ***Lenka Nováková*** *Lenka Nováková (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	**Marketing Research** *Lenka Nováková* ***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*** *Dagmar Skokanová (Gar.)*	Z,ZK	3	1P+1C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - OZ101 Name=Povinně volitelné předměty oborového zaměření 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,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 marketing communication 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

This course introduces students to modern concepts of customer relationship management (CRM) in the context of the digital economy. Emphasis is placed on the practical application of CRM in marketing and customer experience management. Students will learn how to segment customers, create customer profiles and identify key customers. The course includes an introduction to CRM systems and tools used in practice (e.g. marketing automation, newsletter campaigns, working with customer databases) and their integration with digital marketing (e.g. social media, online campaigns, email marketing). Emphasis is placed on building value for the customer, increasing customer satisfaction and loyalty and developing retention strategies. The course reflects current trends such as data analysis, personalization, communication automation and the importance of the online environment (eWOM, social media). The course includes case studies, practical assignments and input from industry experts.

Code of the group: B0413P - PVOK - ALL

Name of the group: Povinně volitelné předměty odborné kompetence B0413P050061, celkový min. požadavek

Requirement credits in the group: In this group you have to gain at least 27 credits

Requirement courses in the group: In this group you have to complete at least 5 courses

Credits in the group: 27

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** Vladimíra Khelerová (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-APMK-01	**Applied Marketing** *Ladislava Knihová **Ladislava Knihová** Ladislava Knihová (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-BOZP-01	**Workplace Health, Safety anf Fire Prevention** *Josef Pros **Josef Pros** Josef Pros (Gar.)*	ZK	3	2P+0C		PV
32BE-P-BCOR-01	**Business Correspondence** *Eva Číslerová, Jonathan Edmund Holmes, Radek Vít **Radek Vít** Eva Číslerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-BCOR-02	**Business Correspondence** *Eva Číslerová **Radek Vít** Eva Číslerová (Gar.)*	ZK	3	12B		PV
32BE-P-CSRS-01	**Corporate Social Responsibility** *Irena Jindřichovská **Irena Jindřichovská** Irena Jindřichovská (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-02	**Critical Thinking** *Ondřej Galuška **Eva Číslerová** Eva Číslerová (Gar.)*	Z,ZK	3	0P+2C		PV
32BE-P-CRTH-01	**Critical Thinking** *Ondřej Galuška **Eva Číslerová** Eva Číslerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-CCMN-01	**Cross-Cultural Management** *Eva Číslerová **Eva Číslerová** Eva Číslerová (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-DSCR-01	**Tax System in Czechia** *Otakar Schlossberger **Otakar Schlossberger** Otakar Schlossberger (Gar.)*	ZK	3	0P+2C		PV
32BE-P-DIMA-01	**Digital Marketing** *Ladislava Knihová, Tomáš Sadílek **Ladislava Knihová** Ladislava Knihová (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-DIMA-01	**Digital Marketing** *Tomáš Sadílek **Tomáš Sadílek** Tomáš Sadílek (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-EKBZ-02	**Economic Security** *František Hřebík **František Hřebík** František Hřebík (Gar.)*	Z	3	0P+2C		PV
32BC-P-EKZP-01	**Environmental Economics** *Irena Jindřichovská **Irena Jindřichovská** Irena Jindřichovská (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-EBPL-01	**Entrepreneurship and Business Plan** *Lucia Dobrucká **Lucia Dobrucká** Lucia Dobrucká (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-ESGR-01	**ESG Reporting and Global Regulation** *Otakar Schlossberger, Jana Brodani **Jana Brodani** Jana Brodani (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-ESGC-01	**ESG Social Competences** *Zuzana Dvořáková **Zuzana Dvořáková** Zuzana Dvořáková (Gar.)*	Z,ZK	6	2P+2C		PV
Q32-6	**EuroTeQ 6 ECTS**	Z,ZK	6			PV
32BC-P-FIDS-02	**Financial and Tax Environment** *Otakar Schlossberger **Otakar Schlossberger** Otakar Schlossberger (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-FIAN-01	**Financial Analysis** *Vojtěch Menzl **Vojtěch Menzl** Vojtěch Menzl (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-FIUC-01	**Financial Accounting** *Matouš Machka, Theodor Beran **Theodor Beran** Theodor Beran (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-ISPR-02	**Information Systems and Design** *Jiří Kaiser **Jiří Kaiser** Jiří Kaiser (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-INPL-01	**Innovation Policies**	KZ	3	2P+0C		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.** *Pavel Mužík, Vincent Blaise Montenero **Vincent Blaise Montenero** Pavel Mužík (Gar.)*	ZK	3	22B		PV

32BE-P-IPW2-01	**International Project Workshop II.** *Pavel Mužík, Vincent Blaise Montenero* ***Vincent Blaise Montenero*** *Pavel Mužík (Gar.)*	ZK	3	23B		PV
32BE-P-ITRF-01	**International Trade and Finance** ***Oldřich Bronec***	Z,ZK	6	2P+2C		PV
32BC-P-KAPL-01	**Career Planning and Development** *Kateřina Tomešková, Martin Šikýř, Pavel Andres, Eva Šírová* ***Martin Šikýř*** *Pavel Andres (Gar.)*	Z	3	16B		PV
32BC-P-KODO-01	**Communication Skills in Management Practice** *Lenka Emrová* ***Lenka Emrová*** *Lenka Emrová (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	**Macroeconomics** *Aliya Baqyt* ***Aliya Baqyt*** *Aliya Baqyt (Gar.)*	ZK	3	2P+0C		PV
32BC-P-MACA-01	**Macroeconomic Analysis** *Petr Makovský* ***Petr Makovský*** *Petr Makovský (Gar.)*	ZK	3	0P+2C		PV
32BC-P-MIN2-01	**Business Informatics - Database Systems** *Tomáš Kubálek* ***Tomáš Kubálek*** *Tomáš Kubálek (Gar.)*	ZK	6	0P+4C		PV
32BC-P-M365-01	**Management Informatics - Microsoft 365** *Tomáš Kubálek* ***Tomáš Kubálek*** *Tomáš Kubálek (Gar.)*	ZK	6	0P+4C		PV
32BC-P-MIN3-01	**Business Informatics - Project Management** *Tomáš Kubálek* ***Tomáš Kubálek*** *Tomáš Kubálek (Gar.)*	ZK	6	0P+4C		PV
32BC-P-MIN4-01	**Management Informatics - web design, ERP** *Tomáš Kubálek* ***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** *Theodor Beran, Arnošt Klesla* ***Theodor Beran*** *Theodor Beran (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-RMAR-01	**Marketing Research** *Ladislava Knihová* ***Ladislava Knihová*** *Ladislava Knihová (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-MKAP-02	**Marketing Applications** *Lenka Nováková* ***Lenka Nováková*** *Lenka Nováková (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-MKVY-01	**Marketing Research** *Lenka Nováková* ***Lenka Nováková*** *Lenka Nováková (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-MICR-01	**Microeconomics** *Petr Makovský* ***Petr Makovský*** *Petr Makovský (Gar.)*	Z,ZK	4	2P+1C		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-PEBA-01	**Money, banks, financial markets** *Petr Makovský* ***Petr Makovský*** *Petr Makovský (Gar.)*	ZK	3	2P+0C		PV
32BE-P-RGDP-01	**Planning of Regional Development** *Lucia Dobrucká* ***Lucia Dobrucká*** *Lucia Dobrucká (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-POPL-01	**Entrepreneurship and Business Plan**	Z,ZK	6	2P+2C		PV
32BC-P-POFI-01	**Corporate Financial Management** *Miroslav Sponer* ***Miroslav Sponer*** *Miroslav Sponer (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-PETR-02	**Political Economy and International Trade Relations** *Helmuth Yesid Arias Gomez* ***Helmuth Yesid Arias Gomez*** *Helmuth Yesid Arias Gomez (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-PETR-01	**Political Economy of International Trade Relations** *Helmuth Yesid Arias Gomez* ***Helmuth Yesid Arias Gomez*** *Helmuth Yesid Arias Gomez (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-PRAP-01	**Labor Law** *Roman Zapletal* ***Roman Zapletal*** *Roman Zapletal (Gar.)*	ZK	3	2P+0C		PV
32BC-P-PAOS-01	**Legal Aspects of Consumer Protection** *Otakar Schlossberger* ***Otakar Schlossberger*** *Otakar Schlossberger (Gar.)*	ZK	3	2P+0C		PV
32BE-P-PRSK-02	**Presentation Skills** *Eva Císlerová, Anna Wagnerová* ***Eva Císlerová*** *Eva Císlerová (Gar.)*	Z	3	0P+2C		PV
32BE-P-PRSK-03	**Presentation Skills** *Anna Wagnerová* ***Anna Wagnerová*** *Anna Wagnerová (Gar.)*	Z	3	24B		PV
32BE-P-PRSK-01	**Presentation Skills** *Eva Císlerová, Anna Wagnerová* ***Eva Císlerová*** *Eva Císlerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-MNGP-01	**Principles of Management** *Dagmar Skokanová* ***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
32BC-P-RHPV-01	**Work Performance Management** *Martin Šikýř* ***Martin Šikýř*** *Martin Šikýř (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-OBPR-01	**Business Operations Management** *Tomáš Sadílek, Patricia Jakešová* ***Patricia Jakešová*** *Patricia Jakešová (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
32BE-P-ICTI-01	**Social and Political Impacts of Modern ICT** ***Jan Švec***	ZK	3	1P+1C		PV
32BE-P-SDGB-02	**Social Determinants of Global Business**	ZK	6	2P+2C		PV
32BC-P-STA2-02	**Statistics 2 - practical tasks** *Tomáš Löster* ***Tomáš Löster*** *Tomáš Löster (Gar.)*	KZ	3	24B		PV

32BC-P-TPRI-01	**Management Theory and Practice** *Matouš Machka, Theodor Beran* ***Theodor Beran*** *Theodor Beran (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-TROJ-01	**Business Negotiation Skills** *Vladimíra Khelerová* ***Vladimíra Khelerová*** *Vladimíra Khelerová (Gar.)*	KZ	3	0P+2C		PV
32BC-P-UCSW-01	**Accounting Software** *Matouš Machka* ***Matouš Machka*** *Matouš Machka (Gar.)*	ZK	3	0P+2C		PV
32BC-P-UCSW-02	**Accounting Software** *Matouš Machka* ***Matouš Machka*** *Matouš Machka (Gar.)*	ZK	3	24B		PV
32BC-P-UDPD-01	**Sustainability and Product Design** *Petra Jílková* ***Petra Jílková*** *Petra Jílková (Gar.)*	Z,ZK	6	2P+2C		PV
32BC-P-VETY-01	**Team Management** *Vladimíra Khelerová* ***Vladimíra Khelerová*** *Vladimíra Khelerová (Gar.)*	KZ	3	1P+1C		PV
32BC-P-VZRO-02	**Training and Staff Development** *Kateřina Tomešková* ***Kateřina Tomešková*** *Kateřina Tomešková (Gar.)*	Z,ZK	6	16B		PV
32BC-P-VZRO-01	**Training and Staff Development** *Kateřina Tomešková* ***Kateřina Tomešková*** *Kateřina Tomešková (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-WEBS-01	**World Economy and Business** ***Helmuth Yesid Arias Gomez***	Z,ZK	6	2P+2C		PV
32BC-P-ZAVR-01	**Employee Selection Process**	Z	3	24B		PV
32BC-P-RECR-01	**Employee recruitment and selection** *Zuzana Dvořáková* ***Zuzana Dvořáková*** *Zuzana Dvořáková (Gar.)*	KZ	3	16B		PV
32BC-P-ZPDT-01	**Business Data Processing** *Ivana Topolová* ***Jiří Kaiser*** *Ivana Topolová (Gar.)*	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVOK - ALL Name=Povinně volitelné předměty odborné kompetence B0413P050061, celkový min. požadavek

32BE-P-MACR-01	Macroeconomics	ZK	3

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. First, we pay greater attention to long-run issues (on which classicals and Keynesians have less disagreement). Second, we focus on the classical and Keynesian analyses of short-run fluctuations within a single overall framework, in which we show that the two approaches differ in their assumptions about how quickly wages and prices adjust. Where differences in viewpoint remain, we present and critique both perspectives. This balanced approach, including the open economy specifics, exposes students to all the best ideas in modern macroeconomics. The main textbook is Abel, Bernanke, and Croushore (2024). Blanchard (2021) and Mankiw (2022) can be used as well. This course has only lectures and no exercise 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 participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.

32BE-P-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 content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4

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

32BC-P-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,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 marketing communication 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

This course introduces students to modern concepts of customer relationship management (CRM) in the context of the digital economy. Emphasis is placed on the practical application of CRM in marketing and customer experience management. Students will learn how to segment customers, create customer profiles and identify key customers. The course includes an introduction to CRM systems and tools used in practice (e.g. marketing automation, newsletter campaigns, working with customer databases) and their integration with digital marketing (e.g. social media, online campaigns, email marketing). Emphasis is placed on building value for the customer, increasing customer satisfaction and loyalty and developing retention strategies. The course reflects current trends such as data analysis, personalization, communication automation and the importance of the online environment (eWOM, social media). The course includes case studies, practical assignments and input from industry experts.

32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BE-P-APMK-01	Applied Marketing	Z,ZK	3

The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.

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 and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
32BE-P-BCOR-01	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
32BE-P-BCOR-02	Business Correspondence	ZK	3
The aim of the course to help students improve their skills in written communication, especially in writing emails.			
32BE-P-CSRS-01	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
32BE-P-CRTH-02	Critical Thinking	Z,ZK	3
32BE-P-CRTH-01	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
32BE-P-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 from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.			
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.			
32BE-P-DIMA-01	Digital Marketing	Z,ZK	6
The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on AI-driven strategies and consumer behaviour in the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and AI-enhanced content creation such as podcasting and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing impact of influencer and affiliate marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public relations and reputation. Leveraging analytics and AI for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum equips students with the knowledge and practical skills needed to navigate and succeed in the fast-evolving digital environment.			
32BC-P-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).			
32BC-P-ESGR-01	ESG Reporting and Global Regulation	Z,ZK	6
32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
The course focuses on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is to develop the competencies necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standards and ESG metrics, ESG reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
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 market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
32BC-P-FIAN-01	Financial Analysis	Z,ZK	6
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
The course provides an introduction to standards for specifying business processes and software application requirements using BPMN and UML standards. It covers fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, methods of process modeling using BPMN, and modeling of functional requirements for software applications using UML.			
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 external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.			
32BE-P-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 what they may be confronted with, and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.			
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international project approach, assist them in answering questions that arise along the way, and capitalize on successful actions.			
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 with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity			
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
32BC-P-MACA-01	Macroeconomic Analysis	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-MNPS-01	Managerial Psychology	Z,ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BE-P-RMAR-01	Marketing Research	Z,ZK	6
The course focuses on the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BE-P-RGDP-01	Planning of Regional Development	Z,ZK	3
The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.			
32BC-P-POPL-01	Entrepreneurship and Business Plan	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 enterprise, increase market value and maximize wealth for shareholders.			
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. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.			
32BE-P-PETR-01	Political Economy of International Trade Relations	Z,ZK	6
Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed. Several topics dealing with economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.			
32BC-P-PRAP-01	Labor Law	ZK	3
Labor relations - establishment, change and termination, liability of employer, liability of employee, collective bargaining.			
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
32BE-P-PRSK-02	Presentation Skills	Z	3
32BE-P-PRSK-03	Presentation Skills	Z	3
32BE-P-PRSK-01	Presentation Skills	ZK	3
Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. This course is primarily aimed at students who want to further develop their skills and are motivated to take an extra step in their personal development. The reward is greater confidence when presenting, overcoming nervousness, and a more persuasive delivery. These skills are then applied in their professional lives as well.			

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, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6
32BC-P-STA2-02	Statistics 2 - practical tasks	KZ	3
he aim of the proposed course is to expand the knowledge of the mandatory course Statistics 1 into the area of practical tasks. Students will learn to analyze their own data and process it into a seminar paper, which can become the basis for the analysis of their future qualification work.			
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UCSW-02	Accounting Software	ZK	3
32BC-P-UDPD-01	Sustainability and Product Design	Z,ZK	6
32BC-P-VETY-01	Team Management	KZ	3
32BC-P-VZRO-02	Training and Staff Development	Z,ZK	6
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 disciplinary and cross-disciplinary contexts, and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Presenting a whole range 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 introduction 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 and HR.			
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..			
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is implemented in the form of an intensive off-semester course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice.			
32BC-P-RECR-01	Employee recruitment and selection	KZ	3
The course expands knowledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job applicant materials. It also focuses on understanding the approaches employers use to assess the competencies and motivation of job applicants.			
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			

Code of the group: B0413P - PVOK - AJ

Name of the group: Povinně volitelné předměty 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:

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-APMK-01	**Applied Marketing** *Ladislava Knihová* ***Ladislava Knihová*** *Ladislava Knihová (Gar.)*	Z,ZK	3	1P+1C		PV
32BE-P-BCOR-01	**Business Correspondence** *Eva Císlerová, Jonathan Edmund Holmes, Radek Vít* ***Radek Vít*** *Eva Císlerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-BCOR-02	**Business Correspondence** *Eva Císlerová* ***Radek Vít*** *Eva Císlerová (Gar.)*	ZK	3	12B		PV
32BE-P-CSRS-01	**Corporate Social Responsibility** *Irena Jindřichovská* ***Irena Jindřichovská*** *Irena Jindřichovská (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-CRTH-01	**Critical Thinking** *Ondřej Galuška* ***Eva Císlerová*** *Eva Císlerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-CRTH-02	**Critical Thinking** *Ondřej Galuška* ***Eva Císlerová*** *Eva Císlerová (Gar.)*	Z,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-DIMA-01	**Digital Marketing** *Ladislava Knihová, Tomáš Sadílek* ***Ladislava Knihová*** *Ladislava Knihová (Gar.)*	Z,ZK	6	2P+2C		PV

32BE-P-EBPL-01	**Entrepreneurship and Business Plan** *Lucia Dobrucká* ***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.** *Pavel Mužík, Vincent Blaise Montenero* ***Vincent Blaise Montenero*** *Pavel Mužík (Gar.)*	ZK	3	22B		PV
32BE-P-IPW2-01	**International Project Workshop II.** *Pavel Mužík, Vincent Blaise Montenero* ***Vincent Blaise Montenero*** *Pavel Mužík (Gar.)*	ZK	3	23B		PV
32BE-P-ITRF-01	**International Trade and Finance** ***Oldřich Bronec***	Z,ZK	6	2P+2C		PV
32BE-P-MACR-01	**Macroeconomics** *Aliya Baqyt* ***Aliya Baqyt*** *Aliya Baqyt (Gar.)*	ZK	3	2P+0C		PV
32BE-P-RMAR-01	**Marketing Research** *Ladislava Knihová* ***Ladislava Knihová*** *Ladislava Knihová (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-MICR-01	**Microeconomics** *Petr Makovský* ***Petr Makovský*** *Petr Makovský (Gar.)*	Z,ZK	4	2P+1C		PV
32BE-P-RGDP-01	**Planning of Regional Development** *Lucia Dobrucká* ***Lucia Dobrucká*** *Lucia Dobrucká (Gar.)*	Z,ZK	3	1P+1C		PV
32BE-P-PETR-02	**Political Economy and International Trade Relations** *Helmuth Yesid Arias Gomez* ***Helmuth Yesid Arias Gomez*** *Helmuth Yesid Arias Gomez (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-PETR-01	**Political Economy of International Trade Relations** *Helmuth Yesid Arias Gomez* ***Helmuth Yesid Arias Gomez*** *Helmuth Yesid Arias Gomez (Gar.)*	Z,ZK	6	2P+2C		PV
32BE-P-PRSK-03	**Presentation Skills** *Anna Wagnerová* ***Anna Wagnerová*** *Anna Wagnerová (Gar.)*	Z	3	24B		PV
32BE-P-PRSK-02	**Presentation Skills** *Eva Číslerová, Anna Wagnerová* ***Eva Číslerová*** *Eva Číslerová (Gar.)*	Z	3	0P+2C		PV
32BE-P-PRSK-01	**Presentation Skills** *Eva Číslerová, Anna Wagnerová* ***Eva Číslerová*** *Eva Číslerová (Gar.)*	ZK	3	0P+2C		PV
32BE-P-MNGP-01	**Principles of Management** *Dagmar Skokanová* ***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-02	**Social and Political Impacts of Modern ICT** *Jan Švec* ***Jan Švec*** *Jan Švec (Gar.)*	Z,ZK	3			PV
32BE-P-ICTI-01	**Social and Political Impacts of Modern ICT** ***Jan Švec***	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=Povinně volitelné předměty odborné kompetence B0413P050061 v anglickém jazyce

32BE-P-MACR-01	Macroeconomics	ZK	3

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. First, we pay greater attention to long-run issues (on which classicals and Keynesians have less disagreement). Second, we focus on the classical and Keynesian analyses of short-run fluctuations within a single overall framework, in which we show that the two approaches differ in their assumptions about how quickly wages and prices adjust. Where differences in viewpoint remain, we present and critique both perspectives. This balanced approach, including the open economy specifics, exposes students to all the best ideas in modern macroeconomics. The main textbook is Abel, Bernanke, and Croushore (2024). Blanchard (2021) and Mankiw (2022) can be used as well. This course has only lectures and no exercise 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 participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.

32BE-P-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 content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4

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

32BE-P-APMK-01	Applied Marketing	Z,ZK	3

The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.

32BE-P-BCOR-01	Business Correspondence	ZK	3

The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication

32BE-P-BCOR-02	Business Correspondence	ZK	3

The aim of the course to help students improve their skills in written communication, especially in writing emails.

32BE-P-CSRS-01	Corporate Social Responsibility	Z,ZK	6

The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.

32BE-P-CRTH-02	Critical Thinking	Z,ZK	3
32BE-P-CRTH-01	Critical Thinking	ZK	3

The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.

32BE-P-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 from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.

32BE-P-DIMA-01	Digital Marketing	Z,ZK	6

The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on AI-driven strategies and consumer behaviour in the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and AI-enhanced content creation such as podcasting and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing impact of influencer and affiliate marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public relations and reputation. Leveraging analytics and AI for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum equips students with the knowledge and practical skills needed to navigate and succeed in the fast-evolving digital environment.

32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6

Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).

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 what they may be confronted with, and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.

32BE-P-IPW1-01	International Project Workshop I.	ZK	3

This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international project approach, assist them in answering questions that arise along the way, and capitalize on successful actions.

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 with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity

32BE-P-RMAR-01	Marketing Research	Z,ZK	6

The course focuses on the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies.

32BE-P-RGDP-01	Planning of Regional Development	Z,ZK	3

The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.

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. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.

32BE-P-PETR-01	Political Economy of International Trade Relations	Z,ZK	6

Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed. Several topics dealing with economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.

32BE-P-PRSK-02	Presentation Skills	Z	3
32BE-P-PRSK-03	Presentation Skills	Z	3
32BE-P-PRSK-01	Presentation Skills	ZK	3

Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. This course is primarily aimed at students who want to further develop their skills and are motivated to take an extra step in their personal development. The reward is greater confidence when presenting, overcoming nervousness, and a more persuasive delivery. These skills are then applied in their professional lives as well.

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..

32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3

Code of the group: B0413P - PVT

Name of the group: Povinně volitelné technické předměty 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**	ZK	3	2P+0C		PV
32BE-P-ARTT-01	**Artificial Intelligence** *Olga Štěpánková, Martin Macaš **Martin Macaš** Olga Štěpánková (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-COSY-02	**Communication Systems and Technologies** *Dušan Maga **Dušan Maga** Dušan Maga (Gar.)*	ZK	3	16B		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-02	**Ergonomics** *Tereza Náplavová Semrádová **Tereza Náplavová Semrádová** Tereza Náplavová Semrádová (Gar.)*	ZK	3	16B		PV
32BC-P-ERGO-01	**Ergonomics** *Tereza Náplavová Semrádová **Tereza Náplavová Semrádová** Tereza Náplavová Semrádová (Gar.)*	ZK	3	2P+0C		PV
32BC-P-MATP-01	**Applied Materials in Technology**	ZK	3	2P+0C		PV
32BC-P-REGA-01	**Techniques of Regional Analysis** *Vladimíra Šilhánková **Vladimíra Šilhánková** Vladimíra Šilhánková (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-TZTU-01	**Technological Changes in Tourism** *Lucie Plzáková, Petr Studnička **Petr Studnička** Lucie Plzáková (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-DOPT-01	**Transportation Technology** *Michal Mervart **Michal Mervart** Michal Mervart (Gar.)*	ZK	3	2P+0C		PV
32BE-P-TRST-01	**Transportation Technology** *Oldřich Bronec **Oldřich Bronec** Oldřich Bronec (Gar.)*	ZK	3	2P+0C		PV
32BC-P-UMIN-01	**Artificial Intelligence** *Olga Štěpánková, Martin Macaš **Martin Macaš** Olga Štěpánková (Gar.)*	Z,ZK	3	1P+1C		PV
32BC-P-UKIB-01	**Introduction to Cyber Security and Information Security** *Jaroslav Burčík **Jaroslav Burčík** Jaroslav Burčík (Gar.)*	ZK	3	2P+0C		PV
32BC-P-UKIB-02	**Introduction to Cyber Security and Information Security** *Jaroslav Burčík **Jaroslav Burčík** Jaroslav Burčík (Gar.)*	ZK	3	16B		PV

Characteristics of the courses of this group of Study Plan: Code=B0413P - PVT Name=Povinně volitelné technické předměty 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
Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around Čakovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.			
32BE-P-COSY-02	Communication Systems and Technologies	ZK	3
Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around Čakovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.			
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 provides 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 provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.			
32BC-P-ERGO-02	Ergonomics	ZK	3
32BC-P-ERGO-01	Ergonomics	ZK	3
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requirements for working while sitting, standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health issues caused by prolonged passive sitting in poorly adjusted conditions.			
32BC-P-MATP-01	Applied Materials in Technology	ZK	3
32BC-P-REGA-01	Techniques of Regional Analysis	Z,ZK	3
32BC-P-TZTU-01	Technological Changes in Tourism	Z,ZK	3
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport.			
32BE-P-TRST-01	Transportation Technology	ZK	3
The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.			
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
The course introduces students to the basic goals of artificial intelligence (AI), focusing on explaining simple principles used in solving some AI tasks without assuming prior technical knowledge. The lectures point out the close connection of AI to many other scientific and technical fields, whose results AI uses and inspires or helps to implement new ones. Special attention is also paid to ethical issues and the impact of AI on society.			
32BC-P-UKIB-01	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UKIB-02	Introduction to Cyber Security and Information Security	ZK	3

Name of the block: Jazyky
Minimal number of credits of the block: 24
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 24 credits
Requirement courses in the group: In this group you have to complete at least 4 courses
Credits in the group: 24
Note on the group:

Code	**Name of the course / Name of the group of courses** ***(in case of groups of courses the list of codes of their members)*** *Tutors,* ***authors*** *and guarantors (gar.)*	**Completion**	**Credits**	**Scope**	**Semester**	**Role**
32BL-P-ENL1-02	**English Language 1** *Eva Čížlerová, Jonathan Edmund Holmes, Radek Vít, Anna Wagnerová, Romana Janotová, Zuzana Chvatíková, Barbora Maturová, Lenka Pánková, Dana Hánková, ...* ***Radek Vít*** *Eva Čížlerová (Gar.)*	Z	6	0P+4C		J
32BL-P-ENL1-01	**English Language 1** *Eva Čížlerová, Barbora Maturová, Jana Rubešová, Kryštof Beták* ***Radek Vít*** *Eva Čížlerová (Gar.)*	Z	6	0P+4C		J

32BL-P-ENL2-01	**English Language 2** *Eva Čislerová, Barbora Maturová, Jana Rubešová, Kryštof Beták, Dagmar Garlick* ***Eva Čislerová*** *Barbora Maturová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-ENL2-02	**English Language 2** *Eva Čislerová, Jonathan Edmund Holmes, Radek Vít, Anna Wagnerová, Romana Janotová, Zuzana Chvatíková, Barbora Maturová, Lenka Pánková, Dana Hánková, ...* ***Radek Vít*** *Eva Čislerová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-ENL3-02	**English Language 3** *Eva Čislerová, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Halka Varhaníková, Kryštof Beták, Dagmar Garlick* ***Radek Vít*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-ENL3-01	**English Language 3** *Eva Čislerová, Anna Wagnerová, Barbora Maturová, Lenka Pánková, Dagmar Garlick* ***Radek Vít*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-ENL4-01	**English Language 4** *Eva Čislerová, Radek Vít, Barbora Maturová, Lenka Pánková, Halka Varhaníková* ***Radek Vít*** *Barbora Maturová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-ENL4-02	**English Language 4** *Eva Čislerová, Radek Vít, Barbora Maturová, Lenka Pánková, Dana Hánková, Halka Varhaníková, Jana Rubešová, Kryštof Beták, Dagmar Garlick* ***Radek Vít*** *Eva Čislerová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-FRL1-01	**French Language 1** *Eva Čislerová, Abigail Rejchrtová Kozlíková* ***Eva Čislerová*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-FRL2-01	**French Language 2** *Abigail Rejchrtová Kozlíková* ***Abigail Rejchrtová Kozlíková*** *Abigail Rejchrtová Kozlíková (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-ITL1-01	**Italian Language 1** *Eva Čislerová, Miroslava Ferrarová* ***Eva Čislerová*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-ITL2-01	**Italian Language 2** *Miroslava Ferrarová* ***Miroslava Ferrarová*** *Miroslava Ferrarová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-GEL1-01	**German Language 1** *Eva Čislerová, Markéta Blažejová* ***Eva Čislerová*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-GEL2-01	**German Language 2** *Eva Čislerová, Markéta Blažejová* ***Eva Čislerová*** *Eva Čislerová (Gar.)*	Z,ZK	6	0P+4C		J
32BL-P-SPL1-01	**Spanish Language 1** *Eva Čislerová, Anna Wagnerová, Vanda Hanousková* ***Eva Čislerová*** *Eva Čislerová (Gar.)*	Z	6	0P+4C		J
32BL-P-SPL2-01	**Spanish Language 2** *Anna Wagnerová, Vanda Hanousková* ***Vanda Hanousková*** *Vanda Hanousková (Gar.)*	Z,ZK	6	0P+4C		J

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

32BL-P-ENL1-02	English Language 1	Z	6

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

32BL-P-ENL1-01	English Language 1	Z	6

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

32BL-P-ENL2-01	English Language 2	Z,ZK	6

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

32BL-P-ENL2-02	English Language 2	Z,ZK	6

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

32BL-P-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 grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.

32BL-P-ENL3-01	English Language 3	Z	6

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

32BL-P-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. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.

32BL-P-ENL4-02	English Language 4	Z,ZK	6

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

32BL-P-FRL1-01	French Language 1	Z	6

32BL-P-FRL2-01	French Language 2	Z,ZK	6
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A1 - A2 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners with knowledge of lessons 1-4 of the Latitudes 1 textbook..			
32BL-P-ITL1-01	Italian Language 1	Z	6
After successful completion, students will be able to: -master the basics of the general language; -read and understand a simple text; -communicate in a simple way in the most common conversational situations.			
32BL-P-ITL2-01	Italian Language 2	Z,ZK	6
After successful completion, students will be able to: -communicate in basic spoken and written form; -make themselves understood in simple ways in the most common conversational situations; -read simple texts; -acquire selected vocabulary.			
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-GEL2-01	German Language 2	Z,ZK	6
Deutsch als Fremdsprache /German Language 2			
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, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			
32BL-P-SPL2-01	Spanish Language 2	Z,ZK	6
The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			

List of courses of this pass:

Code	Name of the course	Completion	Credits
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. Employee rights and obligations. Risk prevention. Employee training. Occupational accidents. Documentation to ensure OSH. Labour inspection. Fire protection. Public Health Protection Act. Occupational hygiene. Personal protective equipment. Safety signs and signals. Technical equipment.			
32BC-P-CRMN-01	Customer Relationship Management	Z,ZK	3
This course introduces students to modern concepts of customer relationship management (CRM) in the context of the digital economy. Emphasis is placed on the practical application of CRM in marketing and customer experience management. Students will learn how to segment customers, create customer profiles and identify key customers. The course includes an introduction to CRM systems and tools used in practice (e.g. marketing automation, newsletter campaigns, working with customer databases) and their integration with digital marketing (e.g. social media, online campaigns, email marketing). Emphasis is placed on building value for the customer, increasing customer satisfaction and loyalty and developing retention strategies. The course reflects current trends such as data analysis, personalization, communication automation and the importance of the online environment (eWOM, social media). The course includes case studies, practical assignments and input from industry experts.			
32BC-P-DIMA-01	Digital Marketing	Z,ZK	6
32BC-P-DOPT-01	Transportation Technology	ZK	3
Basic terms in transport technology, particular steps of transport planning, line planning, timetabling, planning in pasanger and freight transport, organisation of traffic in each transport mode, technologic factors of the side of operator and client including influence on economy, organisation of urban transit and their aplication using various means of transport.			
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-EKBZ-02	Economic Security	Z	3
32BC-P-EKZP-01	Environmental Economics	Z,ZK	6
32BC-P-ERGO-01	Ergonomics	ZK	3
The student should acquire theoretical knowledge and practical skills in ergonomic workplace adjustment, familiarize themselves with ergonomic requirements for working while sitting, standing, and using a computer. The course also includes understanding spatial perception and the interaction between a person and their environment, as well as preventing health issues caused by prolonged passive sitting in poorly adjusted conditions.			
32BC-P-ERGO-02	Ergonomics	ZK	3
32BC-P-ESGC-01	ESG Social Competences	Z,ZK	6
The course focuses on knowledge about the social aspects of ESG and training in the skills needed to process and present ESG reports. The aim is to develop the competencies necessary for transforming an organization in accordance with ESG requirements. The content includes the theoretical concept of ESG, social standards and ESG metrics, ESG reporting, work competencies for the position of ESG manager, examples of good practice, and ESG case studies.			
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	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 market economy. Definition of the category "financial institutions". Classification of financial institutions. Typology of financial institutions. The position and importance of financial institutions in the current market system. Tax system in the Czech Republic, system and classification of taxes. Orientation in basic financial cases and calculations.			
32BC-P-FIUC-01	Financial Accounting	Z,ZK	6
32BC-P-INFO-01	Informatics	Z,ZK	6

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 external conditions. The ability to innovate depends on a number of slow-to-change factors like education, institutional quality, research infrastructure, entrpreneurial spirit. Policy framing offers a much more flexible, yet also vital, point of intervention. This entails ensuring good communication channels between various sectors (triple/quadruple helix model), regulatory environment, and prioritization of results. The latter can aim to foster competitiveness and regional development (smart specialization), societal missions (Mariana Mazzucato) or wellbeing and quality of life (regional value theory). There are both synergies and tensions among those approaches so innovation policies at both national and local level can bring very different results.			
32BC-P-ISPR-02	Information Systems and Design	Z,ZK	3
The course provides an introduction to standards for specifying business processes and software application requirements using BPMN and UML standards. It covers fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, methods of process modeling using BPMN, and modeling of functional requirements for software applications using UML.			
32BC-P-KAPL-01	Career Planning and Development	Z	3
32BC-P-KODO-01	Communication Skills in Management Practice	Z,ZK	6
The aim of the course in connection with the theoretical knowledge of the subject managerial psychology is the practice of communication and managerial skills related to the successful implementation of managerial practice. Students are aware of the course of the communication process and techniques that lead to successful dialogue and achievement of goals, as well as acquire the skills of acting in conflict situations and negotiations. The course is also focused on successful self-presentation. In the part focused on managerial skills, students will acquire basic skills in conducting key interviews with subordinates and colleagues. Emphasis is placed on ensuring that students use the acquired skills in practice and get feedback on their actions.			
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	Applied Materials in Technology	ZK	3
32BC-P-MIKR-01	Microeconomics	Z,ZK	4
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
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-MNGZ-01	Principles of Management	Z,ZK	3
The course introduces key concepts, principles, and functions of management in the context of modern organizations. Emphasis is placed on understanding the management cycle (planning, organizing, decision-making, and control), developing a vision, mission, and values, and the ability to lead people effectively. Students will learn about various forms of organizational structure, change management, and the importance of goals in strategic management. The course covers current topics such as internal communication, the use of social networks, and the role of artificial intelligence in management. The intention is to equip students with the basics of the theoretical framework and practical skills for working in a managerial environment.			
32BC-P-MNNP-01	Managerial Tools and Calculations	Z,ZK	6
32BC-P-MNPS-01	Managerial Psychology	Z,ZK	3
The subject acquaints with the basics of contemporary conception of psychology and its application in managerial practice. It allows to get a look at modern methods of psychology, which are used to recognize and assess other people. Students will be introduced to the role of psychology in managerial practice and personnel management. They will understand the importance of the personality of the manager, they will get acquainted with the basic concepts of personality psychology. They will become acquainted with the personality prerequisites of managers and their importance for successful performance of managerial activities, with psychic functions and processes applied in performing managerial functions. Developmental psychology introduces the principles of human development and psychological characteristics of selected developmental periods, personality psychology will focus on clarifying the structure and dynamics of personality. Social psychology will acquaint students with the way of socio-psychological thinking - it allows them to look at their own behavior, behavior of others and social phenomena around them with theoretical background and concepts of social psychology so that they can understand people's social behavior more and put them in deeper contexts. Students will also be guided to self-knowledge and self-awareness as a basis for the self-management and management of others, especially in difficult life situations. The course will also point out the workload and ways of its elimination, as well as problematic phenomena of the working environment such as mobbing, bossing, burnout, etc.			
32BC-P-MOPR-01	Fashion Industry Trends	Z,ZK	6
32BC-P-MRKZ-01	Pripciples of Marketing	Z,ZK	4
Students who take the marketing course learn about a number of fundamental concepts, including pricing strategies, distribution policies, types of intermediate distribution links, marketing communications, new trends in marketing, market segmentation, marketing research, marketing mix and its application, product policy, new product, and product life cycle.			
32BC-P-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 marketing communication such as marketing in the metaverse, blockchain, multisensory marketing, hyper-personalization, and other innovative strategies.			
32BC-P-OBPR-01	Business Operations Management	Z,ZK	6
32BC-P-OPVY-02	Operational Research	Z,ZK	4
32BC-P-PAOS-01	Legal Aspects of Consumer Protection	ZK	3
Basic information on consumer protection in general, interpretation of legislation from general to special, incl. consumer protection in financial markets. Emphasizing the importance of codes of ethics as one of the preventive tools for consumer protection and the cultivation of the consumer market.			
32BC-P-PEBA-01	Money, banks, financial markets	ZK	3
32BC-P-PJBP-01	Bachelor Thesis Project	Z	2
32BC-P-PJBP-02	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
The aim is to widen and deepen knowledge and skills in the field of financial engineering instruments, the financing needs of the company, as well as performance analysis. The main emphasis will be placed on understanding the company in its entirety and complexity, particularly with regard to the basic function of the target enterprise, increase market value and maximize wealth for shareholders.			
32BC-P-POPL-01	Entrepreneurship and Business Plan	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-PRAV-01	Law	ZK	3
32BC-P-PRX3-01	Internship	Z	18
The classification of the subject of professional practice is based on the decision of the MÚVS ČVUT during their studies to give students the opportunity to acquire quality skills and experience. MÚVS supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation The stady plans includes a 3-month long-term professional internship.			
32BC-P-RECR-01	Employee recruitment and selection	KZ	3
The course expands knowledge of businesses' practices to recruit and select employees. Its focus is on developing the skills needed to process job applicant materials. It also focuses on understanding the approaches employers use to assess the competencies and motivation of job applicants.			
32BC-P-REGA-01	Techniques of Regional Analysis	Z,ZK	3
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, students will learn effective strategies, policies and practices for efficient performance management in the organization and the main tasks of managers in various activities related to performance management in the organization.			
32BC-P-RTBS-01	Retail Business	ZK	3
The course introduces students to the basic principles of managing a modern retail company. Emphasis is placed on current trends in retail development and understanding the business environment in its complex form.			
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 provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.			
32BC-P-SOCI-01	Sociology	ZK	3
The course focuses on understanding the position of the individual in society, his/her positions and roles, the process of socialization and the social structure of society with emphasis on the position of the individual in the organization. Sociology provides the student with the basic context for understanding other disciplines that make up the content of the study (economics, management, marketing).			
32BC-P-STA2-02	Statistics 2 - practical tasks	KZ	3
he aim of the proposed course is to expand the knowledge of the mandatory course Statistics 1 into the area of practical tasks. Students will learn to analyze their own data and process it into a seminar paper, which can become the basis for the analysis of their future qualification work.			
32BC-P-STAT-01	Statistics	Z,ZK	6
32BC-P-TPRI-01	Management Theory and Practice	Z,ZK	6
32BC-P-TQMN-01	Quality Management	ZK	3
32BC-P-TROJ-01	Business Negotiation Skills	KZ	3
32BC-P-TZTU-01	Technological Changes in Tourism	Z,ZK	3
32BC-P-UCSW-01	Accounting Software	ZK	3
32BC-P-UCSW-02	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-UKIB-02	Introduction to Cyber Security and Information Security	ZK	3
32BC-P-UMIN-01	Artificial Intelligence	Z,ZK	3
The course introduces students to the basic goals of artificial intelligence (AI), focusing on explaining simple principles used in solving some AI tasks without assuming prior technical knowledge. The lectures point out the close connection of AI to many other scientific and technical fields, whose results AI uses and inspires or helps to implement new ones. Special attention is also paid to ethical issues and the impact of AI on society.			
32BC-P-VETY-01	Team Management	KZ	3
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 disciplinary and cross-disciplinary contexts, and at the same time it should serve to better understand the relationship between management and leadership of people in an organization. Presenting a whole range 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 introduction 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 and HR.			
32BC-P-VZRO-02	Training and Staff Development	Z,ZK	6
32BC-P-ZAVR-01	Employee Selection Process	Z	3
The course is implemented in the form of an intensive off-semester course. Students will have a special opportunity to gain additional knowledge, but most importantly, under the guidance of experts, they will be able to practice the professional skills needed for the selection process and applying for job positions from the perspective of the applicant and the company. In the course will be created a special space for practicing model situations and for discussing real problems from practice.			
32BC-P-ZODB-01	Fundamentals of Thesis	KZ	2
32BC-P-ZPDT-01	Business Data Processing	Z,ZK	6
Design of primary system database, database implementation using SQL, data retrieval from transaction systems and data processing, OLAP measures and dimensions design and implementation for decision making purposes and results reporting using pivot charts and tables.			
32BC-P-ŘLZD-01	Human Resources Management	ZK	3
The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization and introduces fundamental human resource functions that determine the competitiveness of the organization in the market economy. The course also includes the practice of employing people associated with the application of labor regulations and model examples of dealing with everyday issues of managers and HR professionals related to recruitment and selection, evaluation and compensation, or training and development of employees.			
32BE-P-AMTT-01	Applied Materials in Technology	ZK	3

32BE-P-APMK-01	Applied Marketing	Z,ZK	3
The Applied Marketing course focuses on modern approaches to Integrated Marketing Communications (IMC). Students will explore key strategies, the use of content, and the role of credibility and creativity in marketing communications. The course combines theoretical knowledge with practical assignments, including designing a mobile app prototype for destination marketing that incorporates innovative elements of gamification and edutainment. Working in teams, students will develop a mobile app concept aimed at promoting unique tourist sites, landmarks, and cultural heritage and creating immersive experiences for selected destinations. In the next phase of the course, students will focus on crafting and executing an IMC campaign element. This task requires creative thinking, the application of key communication process concepts, and the development of practical skills in media plan implementation. Students will create an IMC strategy and design a campaign element that effectively integrates both online and offline media. The final outputs will be presented in class for feedback and discussion.			
32BE-P-ARTT-01	Artificial Intelligence	Z,ZK	3
32BE-P-BCOR-01	Business Correspondence	ZK	3
The aim of the course to help students write better emails in English as emails are the most common form of written communication. It is aimed at intermediate or upper-intermediate level, and consists of sessions of language practice covering a wide range of business topics. It includes exercises on email style, but also practices more conventional language areas, such as fixed expressions, sentence structures, linking words, prepositions, verb tenses, and punctuation etc. It will help students to write effective emails, express themselves clearly, and their writing will be easier to understand. The course also uncovers cultural differences in Czech and English business communication			
32BE-P-BCOR-02	Business Correspondence	ZK	3
The aim of the course to help students improve their skills in written communication, especially in writing emails.			
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 from different backgrounds in the business world. Knowledge of cross-cultural differences and their practical use increases the efficiency of interaction between representatives of different national cultures and could be considered one of the core competencies of a successful manager in the global environment. The course is open to students of all majors looking for deeper knowledge about how culture shapes management practices in international companies as well as the cultural orientations of individual managers and organisation members.			
32BE-P-COSY-01	Communication Systems and Technologies	ZK	3
Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around Čakovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.			
32BE-P-COSY-02	Communication Systems and Technologies	ZK	3
Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around Čakovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.			
32BE-P-CRTH-01	Critical Thinking	ZK	3
The primary objective of the course is to become familiar with the essentials of correct argumentation and to improve students' analytical and problem-solving skills. Through the discussion and practical use of advanced methods of argumentation, the course develops students' understanding of the essential principles involved in the practice of reasoned decision-making with the emphasis on their practical application in case studies discussing recent socioeconomic and political issues. The writing and language skills developed in this course might be used across the curriculum.			
32BE-P-CRTH-02	Critical Thinking	Z,ZK	3
32BE-P-CSRS-01	Corporate Social Responsibility	Z,ZK	6
The subject deals with corporate social responsibility (CSR). The CSR concept builds on the principle 3P: people-planet-profit. The course focuses on an explanation of the theoretical background of this concept, the interpretation of documents regulating corporate social, economic and environmental activities, and non-financial reporting standards. It includes a link between the CSR concept with corporate processes, especially business strategy, HRM, marketing, and PR. Illustrations of various CSR strategies and practices cover case studies of projects designed abroad, and in Czech conditions.			
32BE-P-DIMA-01	Digital Marketing	Z,ZK	6
The Digital Marketing course offers a comprehensive exploration of todays dynamic marketing landscape, with a strong emphasis on AI-driven strategies and consumer behaviour in the digital realm. Students will explore modern marketing practices, including digital marketing research, search engine marketing, and AI-enhanced content creation such as podcasting and storytelling. The course further examines video and mobile marketing supported by AI, innovative approaches to social media, and the growing impact of influencer and affiliate marketing. It also addresses email marketing in the form of newsletters, display and programmatic advertising, and the management of digital public relations and reputation. Leveraging analytics and AI for performance measurement, the course concludes with the design of an integrated digital marketing campaign. This curriculum equips students with the knowledge and practical skills needed to navigate and succeed in the fast-evolving digital environment.			
32BE-P-EBPL-01	Entrepreneurship and Business Plan	Z,ZK	6
Students will be able to characterise the conditions and entrepreneurial trends in the 21st century, to evaluate a new business idea and to develop a business plan (to select and use relevant information and methods to develop business plans, analyse risks and their impact on the feasibility of business plans).			
32BE-P-ICTI-01	Social and Political Impacts of Modern ICT	ZK	3
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	Z,ZK	3
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 what they may be confronted with, and train them to find appropriate solutions. It aims to develop the participants' analytical ability in facing complex combinations of factors that may threaten the success of international projects, linked to technical or interpersonal problems.			
32BE-P-IPW1-01	International Project Workshop I.	ZK	3
This course is intended for students participating in the IPW project. It has been designed to help them review certain crucial areas of an international project approach, assist them in answering questions that arise along the way, and capitalize on successful actions.			
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 with international ambitions, maybe you will work abroad For this type of work you need not only training in economic and managerial fields as you study them today (and technical as well if you will work in technical field), but also special training for working in an international environment The issue of international business and management is very extensive and complex, we choose from the overall			

mosaic two fields that you will surely meet in your practice: international trade and international finance Both fields are closely related: trade without securing cash flows and financing is practically impossible, while international finance is largely focused on business transactions This course is just a starting point for further study, but it is an important starting point for you at the right time The combination of Czech and foreign students in this course opens one more dimension: mutual understanding and sympathy for diversity

32BE-P-MACR-01	Macroeconomics	ZK	3

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. First, we pay greater attention to long-run issues (on which classicals and Keynesians have less disagreement). Second, we focus on the classical and Keynesian analyses of short-run fluctuations within a single overall framework, in which we show that the two approaches differ in their assumptions about how quickly wages and prices adjust. Where differences in viewpoint remain, we present and critique both perspectives. This balanced approach, including the open economy specifics, exposes students to all the best ideas in modern macroeconomics. The main textbook is Abel, Bernanke, and Croushore (2024). Blanchard (2021) and Mankiw (2022) can be used as well. This course has only lectures and no exercise 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 participants, households, and companies, but also from the perspective of the government. Modern technologies have deeply influenced the way households decide on the optimal consumer basket and companies decide on the effective allocation of scarce resources. However, there are still valid rules and principles that remain unchanged for microeconomic entities. For households, it is about maximizing the total utility achieved. For companies, this is a profit motivation in an environment of sometimes too predatory competition and other times in an environment of barriers to entry into the industry (too high monopoly power). The last player in microeconomic relations is the government, which uses its tools to achieve its goals. Sometimes it is an efficient allocation of scarce resources in the context of competition; other times, it is about social justice and equal opportunities.

32BE-P-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 content, methods and tools, while changes are getting faster. Knowing the basics of management is a necessity not only for managers, practically for all employees who hold key positions in the company or institution. However, it is not just a question of taking a basic course, managers must be prepared for lifelong learning and adaptation to new trends, knowledge, methods and tools. The course deals with the basics of management in the context of its modern trends and is therefore the starting point for further study of managerial and economic fields at the university.

32BE-P-PETR-01	Political Economy of International Trade Relations	Z,ZK	6

Throughout the course, an interesting contrast between the inspiring trade theory and the alternative instances of economic policy will be developed. Several topics dealing with economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service operations vs the capital flow detailed in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the Industrial promotion, purposely implemented by developed countries.

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. Several topics dealing with the economic policy will be discussed: External Balance, Exchange Rate Policy, Free Markets vs. Strategic Trade Policy. A modern approach will tackle the Balance of Payment analysis, emphasising the good and service transactions vs the capital flows registered in the capital account transactions. The methodology introduces to students the important section of International political economy (IPE) relating to international trade. The course will focus on core issues of international trade and domestic policies, such as diverse development strategies, the role of multinational corporations, and the policies of protectionism or free trade. A set of case studies relating to the present state of affairs of international trade will be analyzed, including the breaking issue of Strategic Trade Policy and the industrial promotion, purposely implemented by developed countries.

32BE-P-PMAR-01	Principles of Marketing	Z,ZK	4

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

32BE-P-PRSK-01	Presentation Skills	ZK	3

Students will adopt main rules of verbal, nonverbal a para verbal (voice) communication and principles of presentation and communication strategies in English. Students will develop their own presentation skills in practical exercises. They will get feedback in a form of self-evaluation, "peer-review" and lecturer comments. The course is aimed at intermediate and upper-intermediate level. This course is primarily aimed at students who want to further develop their skills and are motivated to take an extra step in their personal development. The reward is greater confidence when presenting, overcoming nervousness, and a more persuasive delivery. These skills are then applied in their professional lives as well.

32BE-P-PRSK-02	Presentation Skills	Z	3
32BE-P-PRSK-03	Presentation Skills	Z	3
32BE-P-RGDP-01	Planning of Regional Development	Z,ZK	3

The goal is to understand the reasons, missions and specifics of regional and municipal development in the context of European Union and Czech Republic, as well as of planning as a tool of development. Students should get familiar with the core European concepts of regional and municipal development; particular attention will be paid to the Middle-European planning culture rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.

32BE-P-RMAR-01	Marketing Research	Z,ZK	6

The course focuses on the fundamentals of marketing research, including formulating research questions, designing methodology, and analyzing data. Students will learn how to conduct marketing research, interpret findings, and apply insights to marketing strategies.

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 provides students with knowledge of fundamental integrated business processes of sales and logistics, production and human resources management in SAP S/4HANA.

32BE-P-SDGB-02	Social Determinants of Global Business	ZK	6
32BE-P-TRST-01	Transportation Technology	ZK	3

The course serves as a technical extension of the knowledge of economics and management students, in this case in the field of transport. It introduces students to the basic problems and concepts of this field. It is an ideal area for applying knowledge in the field of project management, corporate management, strategic management and/or economics.

32BE-P-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..

32BL-P-ENL1-01	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-ENL1-02	English Language 1	Z	6
The course is suitable for students of bachelor managerial studies. Seminars cover Business Terminology and Communication Skills as well as grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-ENL2-01	English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
32BL-P-ENL2-02	English Language 2	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and acedemic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
32BL-P-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 grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-ENL3-02	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 grammar. The course focuses on developing language skills - reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics, on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' professional life.			
32BL-P-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. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
32BL-P-ENL4-02	English Language 4	Z,ZK	6
The course is suitable for students of bachelor managerial studies. The course focuses on developing all four language skills at the given level, i.e. reading, writing, speaking and listening, on understanding and orientation in a wide-range of topics in the students' respective professional and academic context, as well as on strengthening and improving grammar. All interconnected language skills are submitted to the goal of developing the required level needed for students' academic and professional life.			
32BL-P-FRL1-01	French Language 1	Z	6
32BL-P-FRL2-01	French Language 2	Z,ZK	6
The course is suitable for bachelor students. The course develops all language competencies in the French language at level A1 - A2 according to the CEFR: speaking, reading, listening and writing. In the course, students foster their knowledge of grammar and vocabulary for everyday situations. The course focuses on communicative skills. It is suitable for beginners with knowledge of lessons 1-4 of the Latitudes 1 textbook..			
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-GEL2-01	German Language 2	Z,ZK	6
Deutsch als Fremdsprache /German Language 2			
32BL-P-ITL1-01	Italian Language 1	Z	6
After successful completion, students will be able to: -master the basics of the general language; -read and understand a simple text; -communicate in a simple way in the most common conversational situations.			
32BL-P-ITL2-01	Italian Language 2	Z,ZK	6
After successful completion, students will be able to: -communicate in basic spoken and written form; -make themselves understood in simple ways in the most common conversational situations; -read simple texts; -acquire selected vocabulary.			
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, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			
32BL-P-SPL2-01	Spanish Language 2	Z,ZK	6
The course is suitable for bachelor students, who successfully completed the course Spanish language 1. The course develops all language skills in the Spanish language on the level A1 according to the CEFR: speaking, reading, listening and writing. Students will familiarise themselves with the basics of Spanish grammar and lexis for everyday situations. The course focuses on communicative skills. The course is designed EXCLUSIVELY for beginners/ false beginners.			
Q32-6	EuroTeQ 6 ECTS	Z,ZK	6
TV1	Physical Education	Z	0
TV2	Physical Education	Z	0

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