

Study programme: **N6208 – Economics and Management**  
 Academic year: **2016**

Number of credits: **120**

Field of study: **Commerce and Entrepreneurship**

Form of study: **Full-time**

Specialization: **11**

Stage: **1** Version: **1**

Number of credits: **120**

Study plan: **Commerce and Entrepreneurship**

Part of study plan: **FEK OP PS N - 2014 - AJ**

(block status: **A**)

No. of courses: 3 credits: 0

Dept/Crs code	Course name	No. of	No. of hrs/w	Concl.	Recom.	
		Cred.	L+S+SS		year sem.	
KEN/SZOEK	SFE Economics	0*	0+0+0	Str	2	S
KOD/SZOMR	SFE Marketing Management	0*	0+0+0	Str	2	S
KOD/SZOOB	SFE Business	0*	0+0+0	Str	2	S

(block status: **A**)

No. of courses: 18 credits: 94

Dept/Crs code	Course name	No. of	No. of hrs/w	Concl.	Recom.	
		Cred.	L+S+SS		year sem.	
KEN/OMIE2	Microeconomics II	6	2+2+0	Con,Ex	1	W
KOD/CB	Consumer Behaviour	5	2+2+0	Con	1	W
KOD/OSMA	Strategic Marketing	4	2+1+0	Con,Ex	1	W
KPH/CBL2	Czech Business Law II	5	2+1+0	Con,Ex	1	W
KŘE/OMAN2	Management II	6	2+1+0	Con,Ex	1	W
KŘE/OSMOC	Strat. Management in Trade and Tourism	6	2+2+0	Con,Ex	1	W
KEN/OMAE2	Macroeconomics II	6	2+2+0	Con,Ex	1	S
KMI/OSMMA	Stat. Methods - Marketing Applications	5	2+2+0	Con,Ex	1	S
KOD/IT	International Tourism	5*	2+1+0	Con,Ex	1	S
KOD/ITR	International Trade	6*	2+2+0	Con,Ex	1	S
KPH/IEUL	International and EU Law	4	2+1+0	Con,Ex	1	S
KŘE/HRM	Human Resources Management	5*	2+2+0	Con,Ex	1	S
KEN/OMANE	Managerial Economics	6	2+2+0	Con,Ex	2	W
KOD/MC	Marketing Communication	5*	1+2+0	Con,Ex	2	W
KOD/OSP1	Specialization Project 1	4	0S+0+50S	Con	2	W
KOD/OKO	Cooperation in Trade	5	2+1+0	Con	2	S
KOD/OMM	International Marketing	5	1+2+0	Con,Ex	2	S
KOD/OSP2	Specialization Project 2	6	0+0+100S	Con,Ex	2	S

(block status: **B**)

Min.no.of 11 credits

Dept/Crs code	Course name	No. of	No. of hrs/w	Concl.	Recom.	
		Cred.	L+S+SS		year sem.	
KEN/OHSS	Economic and Social Statistics	5	2+2+0	Con,Ex	1	S
KMI/IMM2	Information Management Methods	4*	1+2+0	Con,Ex	1	S
KMI/OBI	Business Intelligence	5	2+2+0	Con,Ex	1	S
KMI/OGIS1	Geographic Information Systems 1	5	2+2+0	Con,Ex	1	S
KUF/OMAU	Managerial Accounting	6	1+1+0	Con,Ex	1	S
KMI/MDT	Models of Decision Theory	5*	2+2+0	Con,Ex	2	W
KMI/OPDIS	Business Information Systems	6	2+2+0	Ex	2	W
KOD/ODCR	Transport in Tourism	4	2+2+0	Con,Ex	2	W

KOD/ODMM	Destination Management and Marketing	4	1+1+0	Con	2	W
KOD/OFT	Fairtrade	3	0+2+0	Con	2	W
KOD/OKCR	Cultural Tourism	2	0+2+0	Co	2	W
KOD/OMANJ	Quality Management	4	1+2+0	Con,Ex	2	W
KOD/OOS	Consumer Protection	3	1+1+0	Con	2	W
KRM/OENE	Environmental Economics	4	2+2+0	Con,Ex	2	W
KRM/OMHRS	Management of hotel and rest. services	5	2+2+0	Con,Ex	2	W
KRM/RPP	Regional Planning and Programming	5	1+2+0	Con,Ex	2	W
KŘE/OPMAN	Process Management	5	2+1+0	Con,Ex	2	W
KŘE/ORDOR	Supply Chain Management	5	2+1+0	Con,Ex	2	W
KUF/OMFIN	International Finance	5	2+2+0	Con,Ex	2	W
KRM/OAGT	Agritourism	4	2+1+0	Con,Ex	2	S
KŘE/OETP	Business Ethics	5	2+1+0	Con,Ex	2	S

(block status: **B**)

Min.no.of 12 credits

Dept/Crs code	Course name	No. of Cred.	No.of hrs/w L+S+SS	Concl.	Recom. year sem.
KEN/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KMI/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KOD/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KPH/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KRM/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KŘE/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KUF/DT1	Master's Diploma Thesis 1	6	0+0+60S	Con	2 W
KEN/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KMI/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KOD/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KPH/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KRM/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KŘE/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S
KUF/DT2	Master's Diploma Thesis 2	6	0+0+90S	Con	2 S

(block status: **C**)

Dept/Crs code	Course name	No. of Cred.	No.of hrs/w L+S+SS	Concl.	Recom. year sem.
KOD/SZOT	SFE Tourism	0*	0+0+0	Str	2 S

(block status: **C**)

Dept/Crs code	Course name	No. of Cred.	No.of hrs/w L+S+SS	Concl.	Recom. year sem.
KJE/BUC	Business Correspondence	3	0+2+0	Con,Ex	2 W
KJE/CAEC1	English Language CAE C1	2	0+2+0	Con	2 W
KJE/ECM	English for Commercial Management	3	0+2+0	Con	2 W
KJE/FJ1	French Language 1	2	0+2+0	Con	2 W
KJE/ITJ1	Italian Language 1	2	0+2+0	Con	2 W
KJE/NJZD	German Language NJZD	3	0+2+0	Con,Ex	2 W
KJE/RJOS	Russian Language - Professional Course	3	0+0+2	Con,Ex	2 W
KJE/SJ1	Spanish Language 1	2	0+2+0	Con	2 W
KJE/FJ2	French Language 2	3*	0+2+0	Con,Ex	2 S
KJE/ITJ2	Italian Language 2	3	0+2+0	Con,Ex	2 S

KJE/SJ2

Spanish Language 2

3\* 0+2+0

Con,Ex 2 S

**Note:** min. 3 cr.