

**Legend**

**L** lecture  
**E** exercise

**UA** ungraded assessment  
**EX** examination  
**GA** graded assessment

**1<sup>st</sup> semester****Compulsory subjects (21 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
TV1	Physical Education 1	0L+2E	0	✓		
32BE-P-MAT1-01	Mathematics 1	2L+2E	6	✓	✓	
32BE-P-PACC-01	Principles of Accounting	2L+2E	6	✓	✓	
32BE-P-MICR-01	Microeconomics	2L+1E	4	✓	✓	
32BE-P-HRMN-01	Human Resources Management	2L+0E	3		✓	
32BE-P-PSCW-01	Principles of Scientific Work	2L+0E	2			✓

**Group 1: Technical Courses – optional subjects (3 ECTS)**

Students select one course in the 1<sup>st</sup> semester. The offer of courses can be updated, this group includes the possibility to study (with the prior approval of the program guarantor) a selected technical course of the corresponding credit range at some of the technical faculties of the CTU in Prague, which is then recognized as the course Selected Technologies A or B.

Student must complete at least 9 ECTS in total in this group.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-TRST-01	Transportation Technology	2L+0E	3		✓	
32BE-P-AMTT-01	Applied Materials in Technology	2L+0E	3		✓	
32BE-P-ARTT-01	Artificial Intelligence	1L+1E	3	✓	✓	
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA	0L+2E	3		✓	
32BE-P-TECH-01	Selected Technologies A	2L+2E	6		✓	
32BE-P-TECH-02	Selected Technologies B	2L+2E	3		✓	

**Group 3: Languages – compulsory subjects  (6 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-CCC1-01	Czech Culture and Civilization I	0L+2E	3			✓
32BL-P-CFF1-01	Czech for Foreigners I	0L+2E	3	✓		

**Group 3: Languages – optional subjects  (6 ECTS)**

For students with basic Czech language skills.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BL-P-ENL1-01	English Language 1	0L+4E	6	✓		
32BL-P-ENL1-02	English Language 1	0L+4E	6	✓		

**2<sup>nd</sup> semester****Compulsory subjects (24 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-INFO-01	Informatics	0L+4E	6	✓	✓	
32BE-P-BUEC-01	Business Economics	2L+1E	5	✓	✓	
32BE-P-MAT2-01	Mathematics 2	2L+2E	6	✓	✓	
32BE-P-PMAR-01	Principles of Marketing	2L+1E	4	✓	✓	
32BE-P-RTBS-01	Retail Business	2L+0E	3		✓	

**Group 3: Languages – compulsory subjects  (6 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-CCC2-01	Czech Culture and Civilization II	0L+2E	3			✓
32BL-P-CFF2-01	Czech for Foreigners II	0L+2E	3	✓	✓	

**Group 3: Languages – optional subjects  (6 ECTS)**

For students with basic Czech language skills.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BL-P-ENL2-01	English Language 2	0L+4E	6	✓	✓	
32BL-P-ENL2-02	English Language 2	0L+4E	6	✓	✓	

**3<sup>rd</sup> semester****Compulsory subjects (15 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-MNGP-01	Principles of Management	1L+1E	3	✓	✓	
32BE-P-MACR-01	Macroeconomics	2L+0E	3		✓	
32BE-P-STAT-01	Statistics	2L+2E	6	✓	✓	
32BE-P-LAW§-01	Law	2L+0E	3		✓	

**Group 1: Technical Courses – optional subjects (3 ECTS)**

Students select one course in the 1<sup>st</sup> semester. The offer of courses can be updated, this group includes the possibility to study (with the prior approval of the program guarantor) a selected technical course of the corresponding credit range at some of the technical faculties of the CTU in Prague, which is then recognized as the course Selected Technologies A or B.

Student must complete at least 9 ECTS in total in this group.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-TRST-01	Transportation Technology	2L+0E	3		✓	
32BE-P-AMTT-01	Applied Materials in Technology	2L+0E	3		✓	
32BE-P-ARTT-01	Artificial Intelligence	1L+1E	3	✓	✓	
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA	0L+2E	3		✓	
32BE-P-TECH-01	Selected Technologies A	2L+2E	6		✓	
32BE-P-TECH-02	Selected Technologies B	2L+2E	3		✓	

**Group 2: Professional Competences – optional subjects (6 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-RMAR-01	Marketing Research	2L+2E	6	✓	✓	
32BE-P-APMK-01	Applied Marketing	1L+1E	3	✓	✓	
32BE-P-DIMA-01	Digital Marketing	2L+2E	6	✓	✓	
32BE-P-EBPL-01	Entrepreneurship and Business Plan	2L+2E	6	✓	✓	
32BE-P-ITRF-01	International Trade and Finance	2L+2E	6	✓	✓	
32BE-P-PETR-01	Political Economy of International Trade Relations	2L+2E	6	✓	✓	

**Group 3: Languages – optional subjects (6 ECTS)**

The student will choose English or a second foreign language and then study both semesters (3<sup>rd</sup> semester, 4<sup>th</sup> semester).

Code	Course	Hours taught	ECTS	UA	EX	GA
32BL-P-ENL3-01	English Language 3	0L+4E	6	✓		
32BL-P-ENL3-02	English Language 3	0L+4E	6	✓		
32BL-P-GEL1-01	German Language 1	0L+4E	6	✓		
32BL-P-FRL1-01	French Language 1	0L+4E	6	✓		
32BL-P-SPL1-01	Spanish Language 1	0L+4E	6	✓		
32BL-P-ITL1-01	Italian Language 1	0L+4E	6	✓		

**4<sup>th</sup> semester****Compulsory subjects (12 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-MNSC-02	Management Science	2L+1E	4	✓	✓	
32BE-P-SOCI-01	Sociology	2L+0E	3		✓	
32BE-P-PPMN-01	Principles of Project Management	1L+1E	3		✓	
32BE-P-BTHP-01	Bachelors' Thesis Project	1L+1E	2	✓		

**Group 2: Professional Competences – optional subjects (9 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-RMAR-01	Marketing Research	2L+2E	6	✓	✓	
32BE-P-APMK-01	Applied Marketing	1L+1E	3	✓	✓	
32BE-P-DIMA-01	Digital Marketing	2L+2E	6	✓	✓	
32BE-P-EBPL-01	Entrepreneurship and Business Plan	2L+2E	6	✓	✓	
32BE-P-PETR-01	Political Economy of International Trade Relations	2L+2E	6	✓	✓	
32BE-P-IPW1-01	International Project Workshop I.	22B	3		✓	
32BE-P-IPW2-01	International Project Workshop II.	23B	3		✓	

**Group 3: Languages – optional subjects (6 ECTS)**

The student continues, according to his/her choice of language teaching in the 3rd semester.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BL-P-ENL4-01	English Language 4	0L+4E	6	✓	✓	
32BL-P-ENL4-02	English Language 4	0L+4E	6	✓	✓	
32BL-P-GEL2-01	German Language 2	0L+4E	6	✓	✓	
32BL-P-FRL2-01	French Language 2	0L+4E	6	✓	✓	
32BL-P-SPL2-01	Spanish Language 2	0L+4E	6	✓	✓	
32BL-P-ITL2-01	Italian Language 2	0L+4E	6	✓	✓	

**Group 4: Social Competences – optional subjects (3 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-PRSK-02	Presentation Skills	0L+2E	3	✓		
32BE-P-CRTH-02	Critical Thinking	0L+2E	3	✓	✓	
32BE-P-INBC-01	International Business Culture	1L+1E	3	✓	✓	
32BE-P-CCMN-01	Cross-Cultural Management	2L+2E	6	✓	✓	
32BE-P-BCOR-01	Business Correspondence	0L+2E	3		✓	
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	1L+1E	3	✓	✓	

**5<sup>th</sup> semester****Compulsory subjects (18 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-INT3-01	Internship	480XH	18	✓		

**Group 1: Technical Courses – optional subjects (3 ECTS)**

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Student must complete at least 9 ECTS in total in this group.

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-TRST-01	Transportation Technology	2L+0E	3		✓	
32BE-P-AMTT-01	Applied Materials in Technology	2L+0E	3		✓	
32BE-P-ARTT-01	Artificial Intelligence	1L+1E	3	✓	✓	
32BE-P-SAPH-01	Enterprise Management in SAP S/4 HANA	0L+2E	3		✓	
32BE-P-TECH-01	Selected Technologies A	2L+2E	6		✓	
32BE-P-TECH-02	Selected Technologies B	2L+2E	3		✓	

**Group 2: Professional Competences – optional subjects (6 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-DIMA-01	Digital Marketing	2L+2E	6	✓	✓	
32BE-P-CSR-01	Corporate Social Responsibility	2L+2E	6	✓	✓	
32BE-P-EBPL-01	Entrepreneurship and Business Plan	2L+2E	6	✓	✓	
32BE-P-ITRF-01	International Trade and Finance	2L+2E	6	✓	✓	
32BE-P-PETR-01	Political Economy of International Trade Relations	2L+2E	6	✓	✓	
32BE-P-RGDP-01	Planning of Regional Development	1L+1E	3	✓	✓	

**Group 4: Social Competences – optional subjects (3 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-PRSK-02	Presentation Skills	0L+2E	3	✓		
32BE-P-CRTH-02	Critical Thinking	0L+2E	3	✓	✓	
32BE-P-INBC-01	International Business Culture	1L+1E	3	✓	✓	
32BE-P-CCMN-01	Cross-Cultural Management	2L+2E	6	✓	✓	
32BE-P-BCOR-01	Business Correspondence	0L+2E	3		✓	
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	1L+1E	3	✓	✓	

**6<sup>th</sup> semester****Compulsory subjects (12 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-LOGI-01	Logistics	2L+0E	3		✓	
32BE-P-QLMN-01	Quality Management	2L+0E	3		✓	
32BE-P-BTHS-01	Bachelors' Thesis		6	✓		

**Group 2: Professional Competences – optional subjects (9 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-RMAR-01	Marketing Research	2L+2E	6	✓	✓	
32BE-P-APMK-01	Applied Marketing	1L+1E	3	✓	✓	
32BE-P-DIMA-01	Digital Marketing	2L+2E	6	✓	✓	
32BE-P-EBPL-01	Entrepreneurship and Business Plan	2L+2E	6	✓	✓	
32BE-P-PETR-01	Political Economy of International Trade Relations	2L+2E	6	✓	✓	
32BE-P-RGDP-01	Planning of Regional Development	1L+1E	3	✓	✓	
32BE-P-IPW1-01	International Project Workshop I.	22B	3		✓	
32BE-P-IPW2-01	International Project Workshop II.	23B	3		✓	

**Group 4: Social Competences – optional subjects (9 ECTS)**

Code	Course	Hours taught	ECTS	UA	EX	GA
32BE-P-PRSK-02	Presentation Skills	0L+2E	3	✓		
32BE-P-CRTH-02	Critical Thinking	0L+2E	3	✓	✓	
32BE-P-INBC-01	International Business Culture	1L+1E	3	✓	✓	
32BE-P-CCMN-01	Cross-Cultural Management	2L+2E	6	✓	✓	
32BE-P-BCOR-01	Business Correspondence	0L+2E	3		✓	
32BE-P-ICTI-02	Social and Political Impacts of Modern ICT	1L+1E	3	✓	✓	