



COURSE CATALOGUE 2024/2025

Courses in English Offered to Erasmus+ Students

Winter Semester 2024/25:

Program	Bachelor / Master	Code	Course Name	ECTS
ECM	B	BA_Ac_1	Accounting 1	6
MC	B	BA_Adv	Advertising	6
ECM+MC	B	BA_AAI	Applied Artificial Intelligence	3
ECM	B	BA_AMa	Applied Mathematics	6
ECM+MC	B	BA_ASt	Applied Statistics	6
ECM	B	BA_Aud	Auditing	7
ECM	B	BA_BM_1	Business Management 1	6
MC	B	BA_CC	Consumer Culture	6
ECM	B	BA_CF_1	Corporate Finance 1	6
MC	B	BA_DgM	Digital Marketing	5
ECM+MC	B	BA_EC_1	Economics 1	6
ECM+MC	B	BA_EtM	Ethical Marketing	3
ECM	B	BA_HRM	Human Resources Management	5
ECM	B	BA_KDD	Knowledge Discovery in Databases	3
MC	B	BA_Mar	Marketing	6
MC	B	BA_MuM	Multimedia in Marketing	3
ECM+MC	B	BA_PLw_1	Private Law 1	6
MC	B	BA_PsyMC	Psychology in Marketing Communication	7
MC	B	BA_PR	Public Relations	6
ECM	B	BA_QM	Quality Management	6
MC	B	BA_SP	Sales Promotion	6
MC	B	BA_Soc_1	Sociology 1	6
ECM	B	BA_SFB	Specifics of Family Business	6
NMA	M	NA_AP	Audiovisual Propaedeutics	6
ECM	M	NA_BsIS	Business Information Systems	3
MC	M	NA_CA	Communication Audit	3
MC	M	NA_CS_1	Communication Skills 1	3
NMA	M	NA_CT	Communication Theory	6
ECM+MC	M	NA_CMM	Corporate Marketing Management	6
ECM	M	NA_CIM	Change and Innovation Management	6
ECM	M	NA_IB	International Business	3
ECM	M	NA_LS	Logistic Systems	3



Program	Bachelor / Master	Code	Course Name	ECTS
ECM	M	NA_MSN	Marketing in Social Networks	3
MC	M	NA_MC	Media and Culture	6
ECM	M	NA_MiE	Microeconomics	6
NMA	M	NA_NMA	New Media Analytics	3
MC	M	NA_PSec	Press Secretary	6
NMA	M	NA_RDC	Research of Digital Cultures and AI	6
ECM	M	NA_RiM	Risk Management	6
NMA	M	NA_SMM	Social Media Marketing	3
NMA	M	NA_SMC	Sociology of Marketing Communication	6
ECM	M	NA_SHRM	Strategic Human Resource Management	6
ECM	M	NA_SM	Strategic Management	6
ECM	M	NA_TTP	Tax Theory and Policy	6

Summer Semester 2024/25:

MC	B	BA_AML	Advertising Law and Marketing Law	6
MC	B	BA_BrM	Brand Management	7
ECM	B	BA_BM_2	Business Management 2	7
ECM	B	BA_BM	Business Model	6
MC	B	BA_CC	Consumer Culture	6
ECM+MC	B	BA_CPM	Cultural Production and Marketing	3
MC	B	BA_CRM	Customer Relationship Management	6
ECM+MC	B	BA_EC_2	Economics 2	6
ECM	B	BA_FIM	Financial and Investment Mathematics	6
ECM	B	BA_IBR	International Business Relations	5
ECM	B	BA_MCE	Managerial Culture and Ethics	3
ECM+MC	B	BA_MMi	Managerial Minimum	6
ECM+MC	B	BA_MaCS	Marketing Communications Structure	6
MC	B	BA_MD	Media Development	3
MC	B	BA_PSec	Press Secretary	6
MC	B	BA_PEUM	Professional English in Use-Marketing	3
ECM	B	BA_PPM	Project and Process Management	6
ECM	B	BA_RM	Retail Management	6
MC	B	BA_Soc_2	Sociology 2	6
ECM	B	BA_TSCR	Tax System in the Czech Republic	3
ECM	B	BA_TMTM	Team Management and Talent Management	3
MC	M	NA_CS_2	Communication Skills 2	3



ECM	M	NA_Cn	Controlling	5
ECM	M	NA_CFM	Corporate Finance Management	6
MC	M	NA_ReM	CSR reporting and Media	7
ECM+MC	M	NA_CFMD	Current Financial Markets' Developments	3
ECM	M	NA_eCom	E-Commerce	6
ECM	M	NA_Lob	Lobbying	3
ECM	M	NA_MaE	Macroeconomics	6
ECM	M	NA_MEc_A	Managerial Economics A	7
MC	M	NA_MEc_B	Managerial Economics B	5
NMA	M	NA_MCCI	Marketing of Culture and Cultural institutions	6
NMA	M	NA_NDA	Netnography and Digital Anthropology	6
NMA	M	NA_NMVC	New Media and Visual Culture	6
ECM	M	NA_SB	Sustainable Business	3
ECM	M	NA_TM	Trade Management	6
NMA	M	NA_VCM	Video Content Management	3