



COURSE CATALOGUE 2023/24

Courses in English offered to Erasmus+ students

Semester Winter/ Summer	Bachelor / Master	Code	Course Name	ECTS	Program ECM=Economics and Management MC=Marketing Communication
Winter	B	BA_Ac_1	Accounting 1	6	ECM
Winter	B	BA_Adv	Advertising	6	MC
Winter	B	BA_AMa	Applied Mathematics	6	ECM
Winter	B	BA_ASt	Applied Statistics	6	ECM
Winter	B	BA_Aud	Auditing	7	ECM
Winter	B	BA_BM_1	Business Management 1	6	ECM
Winter	B	BA_CC	Consumer Culture	6	MC
Winter	B	BA_CF_1	Corporate Finance 1	7	ECM
Winter	B	BA_DgM	Digital Marketing	5	MC
Winter	B	BA_EC_1	Economics 1	6	ECM
Winter	B	BA_GL_1	German Language 1	3	ECM+MC
Winter	B	BA_GL_3	German Language 1	3	ECM+MC
Winter	B	BA_GL_5	German Language 5	3	ECM+MC
Winter	B	BA_HRM	Human Resources Management	5	ECM
Winter	B	BA_KDD	Knowledge Discovery in Databases	3	ECM
Winter	B	BA_Mar	Marketing	6	MC
Winter	B	BA_MD	Media Development	3	MC
Winter	B	BA_Ma_1	Mathematics 1	6	ECM
Winter	B	BA_PLw_1	Private Law 1	5	ECM+MC
Winter	B	BA_PR	Public Relations	7	MC
Winter	B	BA_PsyMC	Psychology in Marketing Communication	7	MC
Winter	B	BA_QM	Quality Management	6	ECM
Winter	B	BA_SP	Sales Promotion	5	MC
Winter	B	BA_Soc_1	Sociology 1	6	MC
Winter	B	BA_SL_1	Spanish Language 1	3	ECM+MC
Winter	B	BA_SL_3	Spanish Language 3	3	ECM+MC
Winter	B	BA_SL_5	Spanish Language 5	3	ECM+MC
Winter	B	BA_SFB	Specifics of Family Business	5	ECM
Winter	M	BA_BsIS	Business Information Systems	3	KIM
Winter	M	NA_CA	Communication Audit	3	MC
Winter	M	NA_CS_	Communication Skills 1	3	MC
Winter	M	NA_CIM	Change and Innovation Management	6	ECM
Winter	M	NA_CMM	Corporate Marketing Management	6	ECM+MC



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Winter	M	NA_GM	Global Marketing	6	MC
Winter	M	NA_IB	International Business	3	ECM
Winter	M	NA_LAM	Legal Aspects of Marketing	5	MC
Winter	M	NA_LS	Logistic Systems	3	ECM
Winter	M	NA_MSN	Marketing in Social Networks	3	MC
Winter	M	NA_MC	Media and Culture	7	MC
Winter	M	NA_MiE	Microeconomics	7	MC+ECM
Winter	M	NA_PS_1	Presentation Skills 1	3	MC
Winter	M	NA_PSec	Press Secretary	5	MC
Winter	M	NA_RiM	Risk Management	6	ECM
Winter	M	NA_SMC	Sociology of Marketing Communication	6	MC
Winter	M	NA_SHRM	Strategic Human Resource Management	6	ECM
Winter	M	NA_SM	Strategic Management	6	ECM
Winter	M	NA_TTP	Tax Theory and Policy	5	ECM
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Summer	B	BA_BM	Business Model	6	ECM
Summer	B	BA_BrM	Brand Management	7	MC
Summer	B	BA_BM_2	Business Management 2	7	ECM
Summer	B	BA_CML	Copyright Law and Media Law	6	MC
Summer	B	BA_CRM	Customer Relationship Management	6	MC
Summer	B	BA_DM	Direct Marketing	5	MC
Summer	B	BA_EC_2	Economics 2	6	ECM
Summer	B	BA_FIM	Financial and Investment Mathematics	6	ECM
Summer	B	BA_GL_2	German Language 2	3	ECM+MC
Summer	B	BA_GL_4	German Language 4	3	ECM+MC
Summer	B	BA_GL_6	German Language 6	3	ECM+MC
Summer	B	BA_IBR	International Business Relations	5	ECM
Summer	B	BA_MCE	Managerial Culture and Ethics	3	ECM
Summer	B	BA_MMi	Managerial Minimum	5	ECM
Summer	B	BA_MaCS	Marketing Communications Structure	3	ECM
Summer	B	BA_MuM	Multimedia in Marketing	3	MC
Summer	B	BA_NDA	Netnography and Digital Anthropology	6	MC
Summer	B	BA_PEUM	Professional English in Use-Marketing	3	MC



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Summer	B	BA_PPM	Project and Process Management	6	ECM
Summer	B	BA_RM	Retail Management	6	ECM
Summer	B	BA_Soc_2	Sociology 2	6	MC
Summer	B	BA_SL_2	Spanish Language 2	3	ECM+MC
Summer	B	BA_SL_4	Spanish Language 4	3	ECM+MC
Summer	B	BA_SL_6	Spanish Language 6	3	ECM+MC
Summer	B	BA_TMTN	Team Management and Talent Mgmt	3	ECM
Summer	B	BA_TSCR	Tax System in the Czech Republic	3	ECM
Summer	M	NA_CS_2	Communication Skills 2	3	MC
Summer	M	NA_CM	Content Marketing	5	MC
Summer	M	NA_Cn	Controlling	5	ECM
Summer	M	NA_CFM	Corporate Finance Management	6	ECM
Summer	M	NA_ReM	CSR reporting and Media	7	MC
Summer	M	NA_eCom_B	E-Commerce B	3	ECM
Summer	M	NA_Lob	Lobbying	3	ECM
Summer	M	NA_MaE	Macroeconomics	7	ECM+MC
Summer	M	NA_MEc_B	Managerial Economics A	6	MC
Summer	M	NA_MEc_B	Managerial Economics B	6	MC
Summer	M	NA_MMR	Modern Marketing Research	6	MC
Summer	M	NA_PS_2	Presentation Skills 2	3	MC
Summer	M	NA_PsyCB	Psychology of Consumer Behavior	6	MC
Summer	M	NA_SB	Sustainable Business	3	ECM
Summer	M	NA_TM	Trade Management	5	ECM