

my **UNIVERSITY** FE  
TUL

Bachelor



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Business Administration  
**MANAGEMENT  
OF SERVICES**



TECHNICAL UNIVERSITY OF LIBEREC  
Faculty of Economics



# Business Administration (Bc.)

## Management of Services

### Common Compulsory Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Microeconomics I	2/2	zp./zk.	6	1/1
Mathematics I	2/2	zp.	5	1/1
Informatics I	1/2	zp.	4	1/1
Business Administration	2/2	zp./zk.	6	1/1
Introduction to Law I	2/0	zk.	3	1/1
Language I	0/2	zp.	3	1/1
Language II	0/4	zp.	3	1/1
Macroeconomics I	2/2	zp./zk.	6	1/2
Mathematics II	2/2	zp./zk.	7	1/2
Informatics II	2/2	zp./zk.	5	1/2
Language I	0/2	zp.	3	1/2
Language II	0/4	zp.	3	1/2
Accounting I	2/2	zp.	3	2/3
Introduction to Management	2/2	zp./zk.	4	2/3
Statistics I	2/2	zp.	3	2/3
Marketing	2/2	zp./zk.	4	2/3
Language I	0/4	zp.	3	2/3
Language II	0/4	zp.	3	2/3

Statistics II	2/2	zp./zk.	4	2/4
Accounting II	1/2	zp./zk.	4	2/4
Introduction to Scientific Work	0/1	zp.	1	2/4
Language I	0/4	zp.	3	2/4
Language II	0/4	zp./zk.	3	2/4
Guided Internship	6 týdnů	zp.	8	3/5
Strategic Marketing	2/2	zp./zk.	4	3/5
Corporate Finance and Taxes	3/2	zp./zk.	5	3/5
Introduction to Law II	2/0	zk.	3	3/5
Language I	0/4	zp.	3	3/5
Bachelor Thesis I	0/2	zp.	3	3/5
Human Resource Management	2/2	zp./zk.	4	3/6
Small and Medium-sized Entrepreneurship	2/1	zp./zk.	4	3/6
Language I	0/2	zp./zk.	3	3/6
Bachelor Thesis II	0/4	zp.	4	3/6

### Specialized Compulsory Courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Economics and Business in Services	2/2	zp./zk.	6	1/2
Economics of Public Sector Services	2/2	zp./zk.	5	2/3
Marketing of Services	2/2	zp./zk.	5	2/4
Selected Financial Services	2/1	zp./zk.	4	2/4
Accounting of Selected Service Providers	3/0	zk.	4	3/5

### Compulsory optional courses type B - specialization courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Insurance of Persons	2/2	zp./zk.	4	2/4
Information Technologies in Services	1/2	zp./zk.	4	2/4
Property Insurance	2/2	zp./zk.	4	3/5
Retail management	2/1	zp./zk.	4	3/6

Requirement to finish this group of subjects: minimum 12 credits

### Compulsory optional courses type A - common courses

Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Family Business	1/2	zp./zk.	4	2/3
Fundamentals of Insurance	2/1	zp./zk.	3	2/3
Financial and Insurance Mathematics	2/1	zp./zk.	3	2/3
Basics of Sociology	2/0	zk.	3	2/3
Economic Geography	2/2	zp./zk.	3	2/3
Social Business	2/0	zk.	3	3/5
Marketing Communications	2/1	zp./zk.	3	3/5
Economic Policy I	3/0	zk.	3	3/6
Consumer Behavior	2/2	zp./zk.	3	3/6
Business Ethics in the European Context	1/1	zp./zk.	3	3/6

Requirement to finish this group of subjects: minimum 12 credits

Optional Courses				
Name of the course	Lecture/ exercise	Pretest (zp.) Exam (zk.)	Number of credits	Year/ Semester
Data-Based Decision Making	2/2	zp./zk.	4	2/4
World Economy	3/0	zk.	3	3/6
Internship Abroad		zp.	10	

## The final state exam consists in the defense of a bachelor thesis and a discussion of the following topics:

### Compulsory common courses:

- Business Administration (Business Administration, Corporate Finance and Taxes, Small and Medium-sized Entrepreneurship)
- Accounting (Accounting I, Accounting II)
- Management (Introduction to Management, Human Resource Management)
- Marketing (Marketing, Strategic Marketing)

### Compulsory specialized courses:

Management of Services (Economics and Business in Services, Economics of Public Sector Services)

Students have to pass a compulsory supervised internship in a company or institution on the territory of the Czech Republic or abroad in accordance with the profile of the study program and in relation to the chosen specialization.