

## Aplikovaná ekonomie

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<b>Fakulta</b>	Ekonomická fakulta
<b>Typ studia</b>	bakalářské
<b>Jazyk výuky</b>	angličtina
<b>Kód programu</b>	B0311A050005
<b>Název programu</b>	Aplikovaná ekonomie
<b>Standardní délka studia</b>	3 roky
<b>Garantující katedra</b>	Katedra ekonomie
<b>Garant</b>	prof. Ing. Jaromír Gottvald, CSc.
<b>Oblasti vzdělávání (zaměření)</b>	Ekonomické obory

### Studijní specializace

- Ekonomický rozvoj
- Mezinárodní ekonomické vztahy

### O studijním programu

The Applied Economics study programme offers a Bachelor's degree curriculum, which is suited to facilitate an understanding of the economy at regional, national, European and world level and of the mechanisms through which various policy instruments can influence the economy. An important part of the study programme concerns the impact of economic policies on firms, households and other economic agents as well as how consumer and producer markets influence forms and modalities of economic policies. Students will become acquainted with the fundamentals of micro- and macro-economics, gain deeper knowledge in applied mathematics and statistics, and develop analytical and data processing skills in different areas of economics. The expertise acquired through the study programme will enable graduates to solve practical economic problems independently. By completing the Applied Economics study, graduates of this degree programme will acquire specialised knowledge and practical skills in areas focused on in the two postgraduate specializations, namely Economic Development and International Economic Relations.

### Uplatnění absolventa

The Applied Economics study programme offers high quality education at Bachelor's degree level in economics, with a focus on economic policies and business practice, including applications at the international level. Through this programme, graduates gain expertise that will prove useful for both the public and private sectors, in regional, national, European and international environments.

Selected job positions for graduates from this study programme typically include:

- specialist in regional development, international economic relations and foreign trade;
- specialist of employment services, labour market economist;
- bank economist, financial analyst, project manager;
- economist in non-profit organisations, municipalities, national and international institutions and organisations;
- financial analyst;
- project manager, company consultant, public administration advisor.

### Cíle studia

- To train specialists, who are able to solve problems in applied economics with the help of theoretical and analytical tools.
- To strengthen graduates' ability to choose and apply appropriate economic policy tools, to help achieving given goals and changes.
- To make graduates suited to the requirements of increasingly competitive job markets at national and international level.
- To train qualified professionals, who will be able to perform specialised job requirements and occupy managerial positions in private companies and public institutions.
- To equip graduates with basic knowledge of the economy and related functional relationships at a national and international level, which will enable them to work as specialists dealing with various aspects of the functioning of economic systems in the global environment.

## **Odborné znalosti absolventa**

Graduates of the Applied Economics study programme have wide knowledge and understanding of subject and scope in the following areas:

- economic growth, economic policies - especially fiscal and monetary policies, banking and finance;
- labour market and human resource management, company development;
- quantitative and qualitative research methods;
- processes of integration and globalisation in the world economy;
- European integration;
- doing business in the EU market;
- project and grant management practice by private and public sector entities.

## **Odborné dovednosti absolventa**

Graduates of the Applied Economics study programme are able to solve practical problems and rely on analytical approaches geared to:

- understand fundamental principles in economics and be able to apply them in practice, by taking into account current changes in the Czech Republic, the European Union and the world economy;
- comment and interpret recent and past events and trends in economic development, using appropriate quantitative tools and techniques;
- become acquainted with data sources, and analytically identify observed and underlying relationships and interlinkages between causes and effects of policy decisions, including the design of adequate strategies and implementation of plans;
- express one's own ideas in clear written and oral form, and develop an ability to present, discuss, defend and justify these views in public debates;
- understand case studies concerning export/import activities and investment interests of a company or country.

## **Obecné způsobilosti absolventa**

Graduates of the Applied Economics study programme are able to:

- decide independently and responsibly in partly uncertain contexts, on the basis of particular theoretical and empirical frameworks;
- use their skills and competences in at least one foreign language;
- coordinate and contribute to a team's activities towards completion of specific tasks with allocated resources, and be responsible for results;
- take into consideration the ethical dimensions related to policy options and possible solutions;
- understand and be able to discuss and explain technical problems to specialists and non-specialists, and present their own opinion convincingly;
- summarise the opinions of other team members;
- acquire additional expertise, skills and competences, on the basis of practical experience and further studies;
- formulate and implement development projects with public financial support, at regional, national and international level, individually or in a team.