

# Study plan

**Name of study plan: N-PRI-prez. forma od 14/15**

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Welcome page

Type of study: unknown full-time

Required credits: 120

Elective courses credits: 0

Sum of credits in the plan: 120

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 105

The role of the block: Z

Code of the group: 1.S.PRI-P OD 14/15

Name of the group: 1.s.PRI-od 14/15 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete 7 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA1	English Language 1	Z	2	0P+2C		Z
16E	Economics	Z,ZK	5	3P+1C	Z	Z
16FMP	Financial Management of Enterprises and Projects	Z,ZK	5	2P+2C	Z	Z
16PVM	Projects in Production and Operations Management	Z,ZK	5	2P+2C	L	Z
16RP	Project Management	Z,ZK	5	2P+2C	Z	Z
16NUC	Accounting and Accounting Standards	Z,ZK	5	2P+2C	Z	Z
16NZP	Elements of Law	Z	3	2P+1C	Z	Z

**Characteristics of the courses of this group of Study Plan: Code=1.S.PRI-P OD 14/15 Name=1.s.PRI-od 14/15 prezen ní forma**

04JA1	English Language 1	Z	2	The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.
16E	Economics	Z,ZK	5	Introducing participants to the world economy, explaining the principles of economic thinking, illustrating the problem of resource scarcity and production effectiveness, aligning with profit maximization, distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic indicators, distinguishing different economic systems, identifying the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the government, applying macroeconomic theory to present problems of countries and integrated coalitions.
16FMP	Financial Management of Enterprises and Projects	Z,ZK	5	The subject Financial Management of Enterprises and Projects provides a complex explanation of all essential financial management questions. Students have an opportunity to acquire an understanding of the main concepts, tools and methods of the financial management and their utilization in practical decision making and management of projects and processes. Students gain primarily knowledge of financial management role within a business, evaluation of financial performance of business, investment projects appraisal, working capital management and financing, various sources of funds, project financing, financial planning and forecasting, initial public offering and evaluation techniques.
16PVM	Projects in Production and Operations Management	Z,ZK	5	The course acquaints students with project management as a part of the production and operational management of modern enterprise, operating under LEAN Six Sigma.
16RP	Project Management	Z,ZK	5	The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.
16NUC	Accounting and Accounting Standards	Z,ZK	5	The objective of the subject is to become acquainted with the significance of accounting for enterprise management, with the content and formal structure and realization of the stages and changes of the economic results during the accounting period; further with accounting as a system needful for tax declaration and not least as a resource to financial analysis.

16NZP	Elements of Law	Z	3
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Code of the group: 2.S.PRI-P OD 14/15

Name of the group: 2.s.PRI-od 14/15 prezen ní forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete 7 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2	0P+2C		z
16CRP	Enterprise and Project Management Control	Z,ZK	5	2P+2C	L	z
16NOV	Employee Organization and Management	Z,ZK	5	2P+2C	Z,L	z
16NPS	Systems Design	Z,ZK	5	2P+2C	L	z
16PRI	Project Management Innovation	Z,ZK	5	2P+2C	L	z
16NSM	Strategic Marketing	Z	4	2P+2C	L	z
16NVM	Selected Management Tools	Z,ZK	4	2P+1C	L	z

Characteristics of the courses of this group of Study Plan: Code=2.S.PRI-P OD 14/15 Name=2.s.PRI-od 14/15 prezen ní forma

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2			z
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.						
16CRP	Enterprise and Project Management Control	Z,ZK	5			z
The course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses on presentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management, as its important part. The methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed and integrated, are explained and trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stressed.						
16NOV	Employee Organization and Management	Z,ZK	5			z
The aim of the subject is to connect the students' knowledge of management and project management with new information on employee organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.						
16NPS	Systems Design	Z,ZK	5			z
The graduate of this course will be capable to operate with organizational systems features (incl. concepts of synergy, order, chaos, emergence etc.) and with problem-solving processes. The course includes lessons on systems methodology, incl. Checkland's methodology of the soft systems. The graduates will be able to use and apply model views and software for project management.						
16PRI	Project Management Innovation	Z,ZK	5			z
Introduction to the various aspects of effectiveness escalation in project management. Kaizen methodology, Reingeneering, Just in time, Balanced Scorecard, Value Analyse etc. Tuition suitably links sequence of managerial and technical subject categories and simultaneously reacts to topical business and graduation theses requirements. The course is designed to provide engineers with the basic information and skills necessary to manage innovational projects of the enterprise. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises.						
16NSM	Strategic Marketing	Z	4			z
16NVM	Selected Management Tools	Z,ZK	4			z
The graduate of this course will be able to use traditional and modern approaches in management accounting in different contexts. They will be able to explain and apply standard costing principles; different variance calculations and to create a critical evaluation of standard cost on the base of actual reviews. They will be able to create budgets with the aid of traditional and modern methods, to analyze budgets from a different point of views.						

Code of the group: 3.S.PRI OD 15/16

Name of the group: 3.s.PRI od 15/16 prezen níforma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete 7 courses

Credits in the group: 30

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04JA3	English Language 3	Z,ZK	2	0P+2C		z
16AS	Applied Statistics	Z,ZK	5	2P+1C	Z	z
16OR	Organization and Management of Company in the Dynamic Environment	Z,ZK	4	2P+1C	Z	z

16NPDP	Project of Diploma Thesis	Z	4	1P+2C	L,Z	z
16IRP	Project of Innovation of Enterprise Management System	Z,ZK	5	2P+2C	Z	z
16NSK	Social Competencies in Project Management	Z,ZK	5	1P+3C	Z	z
16SR	Strategic Management	Z,ZK	5	2P+2C	Z	z

**Characteristics of the courses of this group of Study Plan: Code=3.S.PRI OD 15/16 Name=3.s.PRI od 15/16 prezen níforma**

04JA3	English Language 3	Z,ZK	2
<p>The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. In addition to this, the aim of the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application of the given phenomena. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.</p>			
16AS	Applied Statistics	Z,ZK	5
<p>The MSc course in Applied Statistics at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design of experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.</p>			
16OR	Organization and Management of Company in the Dynamic Environment	Z,ZK	4
16NPDP	Project of Diploma Thesis	Z	4
16IRP	Project of Innovation of Enterprise Management System	Z,ZK	5
<p>The goal of the course is to create the project of the innovation of enterprise management system. The course itself respects the principles of project oriented schooling that repeats, summarizes and also completed essential pieces of knowledge and skills, namely from the area of management, financial calculations and team communication with the strong relationships on marketing strategy and other parts of enterprise management. The knowledge and skills gained in the previous courses are utilized. Each project is created by 2-4 member teams. The MS-Excel ability is applied and deepened.</p>			
16NSK	Social Competencies in Project Management	Z,ZK	5
<p>Thorough coverage of the latest theory and practice of Knowledge Management, with an integrated interdisciplinary presentation that makes sense of the confusingly wide variety of computer science and business KM perspectives arising simultaneously from artificial intelligence, information systems, and organizational behavior. Solidly covers the "hard" technical components of computer tools and technology for managing knowledge, without losing sight of the "soft" management needs and challenges in leveraging knowledge effectively within an organization. Critically evaluates the nature, computer representation, access, and utilization of knowledge versus information within a human context. Essential preparation for managerial, technical, and systems workers alike in today's modern knowledge-based economy.</p>			
16SR	Strategic Management	Z,ZK	5
<p>The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.</p>			

Code of the group: 4.S.PRI-P OD 14/15

Name of the group: 4.s.PRI-od 14/15 prezen ní forma

Requirement credits in the group: In this group you have to gain 15 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 15

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
16DPI	Diploma Thesis	Z	15	0+8		z

**Characteristics of the courses of this group of Study Plan: Code=4.S.PRI-P OD 14/15 Name=4.s.PRI-od 14/15 prezen ní forma**

16DPI	Diploma Thesis	Z	15
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Name of the block: Compulsory elective courses

Minimal number of credits of the block: 15

The role of the block: PV

Code of the group: PVP-N-PRI OD 11/12

Name of the group: PVP-N-PRI od 11/12 prezen ní forma

Requirement credits in the group: In this group you have to gain 15 credits

Requirement courses in the group: In this group you have to complete at least 3 courses

Credits in the group: 15

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
16XMK	<b>Developing Intercultural Communicative Competence</b>	Z,ZK	5	0P+3C	L	PV
16XBS	<b>Balanced Scorecard</b>	Z,ZK	5	1P+2C	L	PV
16XCI	<b>Competitive Intelligence</b>	Z,ZK	5	1P+2C	L	PV
16XDB	<b>Description in Business</b>	Z,ZK	5	0P+4C		PV
16XDJ	<b>Second Foreign Language</b>	Z,ZK	5	0P+2C	L	PV
16XNE	<b>Ecology and Sustainable Development</b>	Z,ZK	5	1P+2C	L	PV
16XENU	<b>Sustainable Development: Economics and Policy</b>	Z,ZK	5	1P+2C	L	PV
16XNEM	<b>Implementation of Information Technology and Modernisation of Public Administration</b>	Z,ZK	5	1P+2C	L	PV
16XEF	<b>European Social Fund</b>	Z,ZK	5	1P+2C	L	PV
16XFR	<b>Philosophical, Psychological, and Pedagogical Basics of Personality Development</b>	Z,ZK	5	1P+2C	L	PV
16XIP	<b>Inter-cultural Psychology</b>	Z,ZK	5	1P+2C	L	PV
16XP	<b>Small and Medium Business</b>	Z,ZK	5	1P+2C	L	PV
16XM	<b>Managing Company Development</b>	Z,ZK	5	3+0		PV
16XSP	<b>Management of Construction and Developers' Projects</b>	Z,ZK	5	1P+2C	L	PV
16XMA	<b>Mathematics for Applications in Management</b>	Z,ZK	5	3+0	L	PV
16XOP	<b>Valuation of Firm and Projects</b>	Z,ZK	5	1P+2C	L	PV
16XNP	<b>Presentation and Communication Skills</b>	Z,ZK	5	0P+3C	L	PV
16XDO	<b>Presentation Skills in English</b>	Z,ZK	5	0P+4C	L	PV
16XR	<b>Reconditioning and Rural Development</b>	Z,ZK	5	1P+2C	L	PV
16XV	<b>English for Meetings and Negotiations</b>	Z,ZK	5	0P+4C	L	PV
16XSC	<b>Smart Cities and Smart Regions</b>	Z,ZK	5	1P+2C	L	PV
16XNSR	<b>Municipalities and Regions Development Strategy</b>	Z,ZK	5	1P+2C	L	PV
16XEU	<b>Structures and Legislation of the European Union</b>	Z,ZK	5	1P+2C	L	PV
16XNUP	<b>Urban Planning and Regional Development</b>	Z,ZK	5	1P+2C	L	PV

**Characteristics of the courses of this group of Study Plan: Code=PVP-N-PRI OD 11/12 Name=PVP-N-PRI od 11/12 prezen ní forma**

16XMK	Developing Intercultural Communicative Competence	Z,ZK	5
The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
16XBS	Balanced Scorecard	Z,ZK	5
The aim of the course is to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance parameters. These performance parameters used by planning of firm's development and by results evaluation are followed in complex approach. Further the student is able to master performance parameters in business decision making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for making business projects.			
16XCI	Competitive Intelligence	Z,ZK	5
The course is designed as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining the specific information needs for support Strategic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent creation of Knowledge Base. Relevant is also effective communication of these findings to senior management of an organization.			
16XDB	Description in Business	Z,ZK	5
Development of language knowledge and skills focusing on special purposes of the study programme with the main aim to adequately use the language in both speaking and writing.			
16XDJ	Second Foreign Language	Z,ZK	5
The subject focuses on everyday communication in a foreign language other than English on the A1 ? A2 level, on expressing opinions, and understanding of working and language customs of other cultures. The seminar emphasizes the importance of comprehensibility and correct understanding in a foreign language culture, the ability to manage everyday study and working tasks, including written communication, understanding of cultural differences influencing communication and adaptation to an intercultural environment. Outline of the subject: Introductions, welcoming, small talk Agreement, disagreement, questions Expressing present, past, and future Travelling Eating habits Education Intercultural context and its influence on interaction and communication The most common mistakes as a cause of misunderstanding Specificities and different accents of individual foreign languages Language practice and activities on individual topics CEFR ? A1-2			
16XNE	Ecology and Sustainable Development	Z,ZK	5
Ecology in the general sense, basic terms, environmental laws and regularities. Man and the environment - global problems of mankind: damaging components of the environment, non-renewable and renewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sustainable development - definitions, basic concepts, indicators, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development. Sustainable development in sectors of the national economy: air, transport, water. Sustainable development in the regions and municipalities.			
16XENU	Sustainable Development: Economics and Policy	Z,ZK	5

16XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5
Influence of socio-economic changes after 1989 on the introduction of new management methods in public administration. Different and the same characteristics of public and private sector. Implementation of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Agenda 21, ISO, EFQM, BSC, benchmarking); Communications and Public Relations, Public Relations; participation and involvement of the local community in the public administration, the role of the citizen, motives and barriers to their participation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and informatization - Czech POINT, data boxes, electronic registers, GIS, KIVS, electronic notice boards.			
16XEF	European Social Fund	Z,ZK	5
European social fund and its position among other implemets of regional development and reaching of economic and social cohesion of EU and the Czech republic. Experiences gained during the realization of operational programmes financed by ESF and Initiative Association EQUAL financed by ESF in programming period 2000 ? 2006 and their transmission to the new programming period. Implementation of programmes financed by European social fund in Czech republic. Horizontal topics of European social fund and practical examples of their accomplishment in the proces of program and ESF project management.			
16XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5
To introduce problems of development and creation of cretivity based on philosophy, psychology and pedagogy.The subject is focused on creativity and age, theory of creativity, process of creativity, barriers of creativity, dvelopment of creativity.			
16XIP	Inter-cultural Psychology	Z,ZK	5
The subject "Inter-cultural psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union environment, but students will have a chance to learn about other important world cultures as well - like leading American or Asian cultures. The content of this subject includes different aspects of intercultural interactions and understanding cultural differences - as language, habits, values or prejudices. Important parts of this subject are practical examples and intercultural communication exercises.			
16XP	Small and Medium Business	Z,ZK	5
The aim of the course is to provide for students necessary competences for feasibility study and business plan elaboration, to explain methods for construction, financial management and evaluation of a business plan/project. Students are able to understand accesses used on tactical and operational managerial levels.			
16XM	Managing Company Development	Z,ZK	5
The lectures are aimed to familiarize students with the legislative conditions of the entrepreneurship, essential theoretical conceptions in the companies' management, company's managerial activities, and relation between management and marketing, strategic management and marketing of company. Within the subject there will be clarified the concept of entrepreneurship and company in the context of the valid legislation focused on the Commercial Code, the Trades Licensing Act, and other legislation, further there will be described goals and functions of company, essential methods, techniques, and activities of company managers.			
16XSP	Management of Construction and Developers' Projects	Z,ZK	5
The course will acquaint the students with the preparation of developers' projects, urban planning and projects designed for building permits. Marketing of developers' activities including supply and demand analysis and forms of sales are among the key issues the course will deal with. The other areas include: ?Acquisition of estates ? practical implications in the given area. ?Financing of developer's project ? financial analysis aimed at recoverability and the overall feasibility,financial resources, credits terms and conditions, optimum financing, time planning, cash flow administration, accounting, requirements for mortgage refinancing. ?Risk management ? definition, evaluation, restrictions, continuous supervision and risk managemement, final evaluation ?Management of project implementation and its organisation, change management with clients and suppliers.			
16XMA	Mathematics for Applications in Management	Z,ZK	5
Introduction to the issue of mathematic applications in macroeconomics and microeconomics. Applications of mathematics: local and absolute extremes of function of one and several variables, classification of quadratic forms, Lagrange's multipliers, bound extremes, linear differential equations. Applications of theory of probability, operation research, decision analysis: models of linear programming, models of queuing, models of fronts, models of repair and maintenance, models of structural analysis, models of simulations.			
16XOP	Valuation of Firm and Projects	Z,ZK	5
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
16XNP	Presentation and Communication Skills	Z,ZK	5
By practicing and exercising, the students learn how to communicate successfully and how to prepare and provide speeches adequate for different situations. They will understand principals of verbal and nonverbal communication, structure and different drafts of informative and persuasive speeches, they will go through creative writing and some basic vocal training. They will learn how to use different methods of argumentation, how to deal with questions and to use visual aids.			
16XDO	Presentation Skills in English	Z,ZK	5
Development of language knowledge and skills focusing on better comprehension and comprehensibility of speaking and presenting opinions, services, study programmes and products.			
16XR	Reconditioning and Rural Development	Z,ZK	5
Obecným cílem p edm tu je p edstavit spole enský a hospodá ský význam venkova v souvislosti s využíváním p dy, správou p írodních zdroj a životního prost edí a s údržbou krajiny. Ke specifickým cíl m pat í získání základních znalostí a porozum ní problematice venkova a politik pro regeneraci a rozvoje venkova jak z národní, tak z EU úrovn . Pozornost je také v nována nástroj m pro udržitelný rozvoj venkova pomoci program , dotací, služeb a spolupráce.			
16XV	English for Meetings and Negotiations	Z,ZK	5
Consolidation and strengthening of the language skills needed for management purposes with the focus on improvement in practical communication.			
16XSC	Smart Cities and Smart Regions	Z,ZK	5
16XNSR	Municipalities and Regions Development Strategy	Z,ZK	5
The aim of the course is to understand the mission and the principles of regional/municipal development, the complexity of regional politics and the concepts such as sustainability, subsidiarity and partnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general public; to discuss the challenge of public issues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the most appropriate strategy.			
16XEU	Structures and Legislation of the European Union	Z,ZK	5
Content of the subject: Brief historical development of ideas concerning unification of Europe and forming of European Union. Contemporary external and internal environment of EU in globalised world. Institutions and other bodies of EU ? their characteristics, function and interrelationships between them. Basics and principles of EU legislation, the process of creating and approving and EU constitution. Unified european market and its strengths and weaknesses, economic competition, currency union, defence and development policy and imlements for their realisation (particularly for structural policy). Concept of welfare state and accomplishment of it in member states of EU. Process of the EU enlargement and its orientation and employment in globalized world. Visions, goals and priorities of EU and expected development within new programming period 2007 ? 2013.			
16XNUP	Urban Planning and Regional Development	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			

## List of courses of this pass:

Code	Name of the course	Completion	Credits
04JA1	English Language 1 The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.	Z	2
04JA2	English Language 2 The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.	Z	2
04JA3	English Language 3 The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. In addition to this, the aim of the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application of the given phenomena. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.	Z,ZK	2
16AS	Applied Statistics The MSc course in Applied Statistics at Masaryk Institute of Advanced Studies will aim to train you to solve real-world statistical problems. The course has a particular focus on modern computationally-intensive methods and their use in the analysis of data. Topics include basic statistical principles; graphic presentation; descriptive measures of central tendency, dispersion, and location; inferential statistics and hypothesis testing; analysis and inference of linear correlation coefficient, slope of regression line, design of experiments, response surface methodology, robust design, random effects model, and statistics quality control methods. Students will apply statistical concepts to real world situations. Current technology will be utilized in examining statistical information.	Z,ZK	5
16CRP	Enterprise and Project Management Control The course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses on presentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management, as its important part. The methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed and integrated, are explained and trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stressed.	Z,ZK	5
16DPI	Diploma Thesis	Z	15
16E	Economics Introducing participants to the world economy, explaining the principles of economic thinking, illustrating the problem of resource scarcity and production effectiveness, aligning with profit maximization, distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic indicators, distinguishing different economic systems, identifying the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the government, applying macroeconomic theory to present problems of countries and integrated coalitions.	Z,ZK	5
16FMP	Financial Management of Enterprises and Projects The subject Financial Management of Enterprises and Projects provides a complex explanation of all essential financial management questions. Students have an opportunity to acquire an understanding of the main concepts, tools and methods of the financial management and their utilization in practical decision making and management of projects and processes. Students gain primarily knowledge of financial management role within a business, evaluation of financial performance of business, investment projects appraisal, working capital management and financing, various sources of funds, project financing, financial planning and forecasting, initial public offering and evaluation techniques.	Z,ZK	5
16IRP	Project of Innovation of Enterprise Management System The goal of the course is to create the project of the innovation of enterprise management system. The course itself respects the principles of project oriented schooling that repeats, summarizes and also completed essential pieces of knowledge and skills, namely from the area of management, financial calculations and team communication with the strong relationships on marketing strategy and other parts of enterprise management. The knowledge and skills gained in the previous courses are utilized. Each project is created by 2-4 member teams. The MS-Excel ability is applied and deepened.	Z,ZK	5
16NOV	Employee Organization and Management The aim of the subject is to connect the students' knowledge of management and project management with new information on employee organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.	Z,ZK	5
16NPDP	Project of Diploma Thesis	Z	4
16NPS	Systems Design The graduate of this course will be capable to operate with organizational systems features (incl. concepts of synergy, order, chaos, emergence etc.) and with problem-solving processes. The course includes lessons on systems methodology, incl. Checkland's methodology of the soft systems. The graduates will be able to use and apply model views and software for project management.	Z,ZK	5
16NSK	Social Competencies in Project Management Thorough coverage of the latest theory and practice of Knowledge Management, with an integrated interdisciplinary presentation that makes sense of the confusingly wide variety of computer science and business KM perspectives arising simultaneously from artificial intelligence, information systems, and organizational behavior. Solidly covers the "hard" technical components of computer tools and technology for managing knowledge, without losing sight of the "soft" management needs and challenges in leveraging knowledge effectively within an organization. Critically evaluates the nature, computer representation, access, and utilization of knowledge versus information within a human context. Essential preparation for managerial, technical, and systems workers alike in today's modern knowledge-based economy.	Z,ZK	5
16NSM	Strategic Marketing	Z	4
16NUC	Accounting and Accounting Standards The objective of the subject is to become acquainted with the significance of accounting for enterprise management, with the content and formal structure and realization of the stages and changes of the economic results during the accounting period; further with accounting as a system needful for tax declaration and not least as a resource to financial analysis.	Z,ZK	5

16NVM	<b>Selected Management Tools</b>	Z,ZK	4
The graduate of this course will be able to use traditional and modern approaches in management accounting in different contexts. They will be able to explain and apply standard costing principles; different variance calculations and to create a critical evaluation of standard cost on the base of actual reviews. They will be able to create budgets with the aid of traditional and modern methods, to analyze budgets from a different point of views.			
16NZP	<b>Elements of Law</b>	Z	3
16OR	<b>Organization and Management of Company in the Dynamic Environment</b>	Z,ZK	4
16PRI	<b>Project Management Innovation</b>	Z,ZK	5
Introduction to the various aspects of effectiveness escalation in project management. Kaizen methodology, Reengineering, Just in time, Balanced Scorecard, Value Analyse etc. Tuition suitably links sequence of managerial and technical subject categories and simultaneously reacts to topical business and graduation theses requirements. The course is designed to provide engineers with the basic information and skills necessary to manage innovational projects of the enterprise. Teaching methods will include lectures, group presentations and discussions of cases as well as other exercises.			
16PVM	<b>Projects in Production and Operations Management</b>	Z,ZK	5
The course acquaints students with project management as a part of the production and operational management of modern enterprise, operating under LEAN Six Sigma.			
16RP	<b>Project Management</b>	Z,ZK	5
The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.			
16SR	<b>Strategic Management</b>	Z,ZK	5
The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.			
16XBS	<b>Balanced Scorecard</b>	Z,ZK	5
The aim of the course is to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance parameters. These performance parameters used by planning of firm's development and by results evaluation are followed in complex approach. Further the student is able to master performance parameters in business decision making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for making business projects.			
16XCI	<b>Competitive Intelligence</b>	Z,ZK	5
The course is designed as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining the specific information needs for support Strategic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent creation of Knowledge Base. Relevant is also effective communication of these findings to senior management of an organization.			
16XDB	<b>Description in Business</b>	Z,ZK	5
Development of language knowledge and skills focusing on special purposes of the study programme with the main aim to adequately use the language in both speaking and writing.			
16XDJ	<b>Second Foreign Language</b>	Z,ZK	5
The subject focuses on everyday communication in a foreign language other than English on the A1 ? A2 level, on expressing opinions, and understanding of working and language customs of other cultures. The seminar emphasizes the importance of comprehensibility and correct understanding in a foreign language culture, the ability to manage everyday study and working tasks, including written communication, understanding of cultural differences influencing communication and adaptation to an intercultural environment. Outline of the subject: Introductions, welcoming, small talk Agreement, disagreement, questions Expressing present, past, and future Travelling Eating habits Education Intercultural context and its influence on interaction and communication The most common mistakes as a cause of misunderstanding Specificities and different accents of individual foreign languages Language practice and activities on individual topics CEFR ? A1-2			
16XDO	<b>Presentation Skills in English</b>	Z,ZK	5
Development of language knowledge and skills focusing on better comprehension and comprehensibility of speaking and presenting opinions, services, study programmes and products.			
16XEF	<b>European Social Fund</b>	Z,ZK	5
European social fund and its position among other implemets of regional development and reaching of economic and social cohesion of EU and the Czech republic. Experiences gained during the realization of operational programmes financed by ESF and Initiative Association EQUAL financed by ESF in programming period 2000 ? 2006 and their transmission to the new programming period. Implementation of programmes financed by European social fund in Czech republic. Horizontal topics of European social fund and practical examples of their accomplishment in the proces of program and ESF project management.			
16XENU	<b>Sustainable Development: Economics and Policy</b>	Z,ZK	5
16XEU	<b>Structures and Legislation of the European Union</b>	Z,ZK	5
Content of the subject: Brief historical development of ideas concerning unification of Europe and forming of European Union. Contemporary external and internal environment of EU in globalised world. Institutions and other bodies of EU ? their characteristics, function and interrelationships between them. Basics and principles of EU legislation, the process of creating and approving and EU constitution. Unified european market and its strengths and weaknesses, economic competition, currency union, defence and development policy and implements for their realisation (particularly for structural policy). Concept of welfare state and accomplishment of it in member states of EU. Process of the EU enlargement and its orientation and employment in globalized world. Visions, goals and priorities of EU and expected development within new programming period 2007 ? 2013.			
16XFR	<b>Philosophical, Psychological, and Pedagogical Basics of Personality Development</b>	Z,ZK	5
To introduce problems of development and creation of cretivity based on philosophy, psychology and pedagogy.The subject is focused on creativity and age, theory of creativity, process of creativity, barriers of creativity, development of creativity.			
16XIP	<b>Inter-cultural Psychology</b>	Z,ZK	5
The subject "Inter-cultural psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union environment, but students will have a chance to learn about other important world cultures as well - like leading American or Asian cultures. The content of this subject includes different aspects of intercultural interactions and understanding cultural differences - as language, habits, values or prejudices. Important parts of this subject are practical examples and intercultural communication exercises.			
16XM	<b>Managing Company Development</b>	Z,ZK	5
The lectures are aimed to familiarize students with the legislative conditions of the entrepreneurship, essential theoretical conceptions in the companies' management, company's managerial activities, and relation between management and marketing, strategic management and marketing of company. Within the subject there will be clarified the concept of entrepreneurship and company in the context of the valid legislation focused on the Commercial Code, the Trades Licensing Act, and other legislation, further there will be described goals and functions of company, essential methods, techniques, and activities of company managers.			
16XMA	<b>Mathematics for Applications in Management</b>	Z,ZK	5
Introduction to the issue of mathematic applications in macroeconomics and microeconomics. Applications of mathematics: local and absolute extremes of function of one and several variables, classification of quadratic forms, Lagrange's multipliers, bound extremes, linear differential equations. Applications of theory of probability, operation research, decision analysis: models of linear programming, models of queuing, models of fronts, models of repair and maintenance, models of structural analysis, models of simulations.			
16XMK	<b>Developing Intercultural Communicative Competence</b>	Z,ZK	5
The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories			

and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
16XNE	<b>Ecology and Sustainable Development</b>	Z,ZK	5
Ecology in the general sense, basic terms, environmental laws and regularities. Man and the environment - global problems of mankind: damaging components of the environment, non-renewable and renewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sustainable development - definitions, basic concepts, indicators, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development. Sustainable development in sectors of the national economy: air, transport, water. Sustainable development in the regions and municipalities.			
16XNEM	<b>Implementation of Information Technology and Modernisation of Public Administration</b>	Z,ZK	5
Influence of socio-economic changes after 1989 on the introduction of new management methods in public administration. Different and the same characteristics of public and private sector. Implementation of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Agenda 21, ISO, EFQM, BSC, benchmarking); Communications and Public Relations, Public Relations; participation and involvement of the local community in the public administration, the role of the citizen, motives and barriers to their participation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and informatization - Czech POINT, data boxes, electronic registers, GIS, KIVS, electronic notice boards.			
16XNP	<b>Presentation and Communication Skills</b>	Z,ZK	5
By practicing and exercising, the students learn how to communicate successfully and how to prepare and provide speeches adequate for different situations. They will understand principals of verbal and nonverbal communication, structure and different drafts of informative and persuasive speeches, they will go through creative writing and some basic vocal training. They will learn how to use different methods of argumentation, how to deal with questions and to use visual aids.			
16XNSR	<b>Municipalities and Regions Development Strategy</b>	Z,ZK	5
The aim of the course is to understand the mission and the principles of regional/municipal development, the complexity of regional politics and the concepts such as sustainability, subsidiarity and partnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general public; to discuss the challenge of public issues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the most appropriate strategy.			
16XNUP	<b>Urban Planning and Regional Development</b>	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			
16XOP	<b>Valuation of Firm and Projects</b>	Z,ZK	5
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
16XP	<b>Small and Medium Business</b>	Z,ZK	5
The aim of the course is to provide for students necessary competences for feasibility study and business plan elaboration, to explain methods for construction, financial management and evaluation of a business plan/project. Students are able to understand accesses used on tactical and operational managerial levels.			
16XR	<b>Reconditioning and Rural Development</b>	Z,ZK	5
Obecným cílem p edm tu je p edstavit spole enský a hospodá ský význam venkova v souvislosti s využíváním p dy, správou p írodních zdroj ů a životního prost edí a s údržbou krajiny. Ke specifickým cíl m pat í získání základních znalostí a porozum ění problematice venkova a politik pro regeneraci a rozvoje venkova jak z národní, tak z EU úrovn ě. Pozornost je také v nována nástroj m pro udržitelný rozvoj venkova pomoci program ů, dotací, služeb a spolupráce.			
16XSC	<b>Smart Cities and Smart Regions</b>	Z,ZK	5
16XSP	<b>Management of Construction and Developers' Projects</b>	Z,ZK	5
The course will acquaint the students with the preparation of developers' projects, urban planning and projects designed for building permits. Marketing of developers' activities including supply and demand analysis and forms of sales are among the key issues the course will deal with. The other areas include: ?Acquisition of estates ? practical implications in the given area. ?Financing of developer's project ? financial analysis aimed at recoverability and the overall feasibility,financial resources, credits terms and conditions, optimum financing, time planning, cash flow administration, accounting, requirements for mortgage refinancing. ?Risk management ? definition, evaluation, restrictions, continuous supervision and risk management, final evaluation ?Management of project implementation and its organisation, change management with clients and suppliers.			
16XV	<b>English for Meetings and Negotiations</b>	Z,ZK	5
Consolidation and strengthening of the language skills needed for management purposes with the focus on improvement in practical communication.			

For updated information see <http://bilakniha.cvut.cz/en/FF.html>

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