Study plan

Name of study plan: N-RRP-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.RRP-P OD 14/15 Name of the group: 1.s.RRP-od 14/15 prezen ní forma studia 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
16RME	Regional and Local Economy	Z,ZK	5	2P+2C	Z	Z
16RP	Project Management	Z,ZK	5	2P+2C	Z	Z
16SRG	Socio-economic Geography	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.RRP-P OD 14/15 Name=1.s.RRP-od 14/15 prezen ní forma studia

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 speaki	ng and wi	iting are to be dev	veloped in the		
area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted 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 a	nd produ	ction effectiveness	s, aligning with		
profit maximization, distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic	indicators	, distinguishing di	fferent economic		
systems, identifying the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the g	overnmen	t, applying macro	economic 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 questi	ons. Stude	ents have an oppo	rtunity to acquire		
an understanding of the main concepts, tools and methods of the financial management and their utilization in practical decision making a	nd manag	ement of projects	and processes.		
Students gain primarily knowledge of financial management role within a business, evaluation of financial performance of business, invest	ment proje	ects appraisal, wo	rking capital		
management and financing, various sources of funds, project financing, financial planning and forecasting, initial public offering and evaluate	tion techi	niques.			
16RME Regional and Local Economy		Z,ZK	5		
Regional and municipal economy deals with social ? economic development of regions and towns. It is based on spatial application of comr	non econo	mic theory and re	gional economy.		
The main part of the subject is analysing the processes that lead to spatial organization of the society. Another important part is analysing	he goveri	nment sector of re	gions and towns		
and the possibilities of influencing by the authorities that have responsibility for development of regions and towns. The subject contains al	so key co	ncepts and pieces	of knowledge		
from the field of territorial finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic struct	ure of inc	omes and expens	es of territorial		
budget with an emphasis on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundation	s of the s	ubject, especially	the localization		
theories.					

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.						
16SRG	Socio-economic Geography	Z,ZK	5				
The subject helps to	The subject helps to understand the development, current situation and the main trends in economic distribution and other social ? economic activities of man on different regional						
levels. Students shou	d get basics of geographical thinking, they should understand problems in territorial context and the rules of development.						
16NZP	Flements of Law	7	3				

Code of the group: 2.S.RRP-P OD 14/15 Name of the group: 2.S.RRP-od14/15 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	(in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2	0P+2C		Z
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4	2P+1C	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
16RD	Regional Demography	Z,ZK	5	4P+0C	L	Z
16NPR	Regional Policy	Z,ZK	5	2P+2C	L	Z
16NSM	Strategic Marketing	Z	4	2P+2C	L	Z

Characteristics of the courses of this group of Study Plan: Code=2.S.RRP-P OD 14/15 Name=2.s.RRP-od14/15 prezen ní forma

04JA2	English Language 2	Z	2		
The course aims at bus	iness and managerial language, as used in company management. The student's skills in foreign language speaking and wr	iting are to be dev	veloped in the		
area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the m	ost up-to-date pro	ofessional jargon		
dealing with project ma	nagement and project planning. Further training in the proper use of grammar structures is provided simultaneously with voca	abulary extension			
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4		
The course deals with theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and importance. It focuses on the regional					
and structural policy with	thin particular programming periods of EU.				
16NOV	Employee Organization and Management	Z,ZK	5		
The aim of the subject i	s to connect the students' knowledge of management and project management with new information on employee organization	n and manageme	ent. The outcome		
will be a graduate qualit	fied for employee management in practice. Topics covered are personnel planning, selection methods, team construction and i	making good use	of team member		
potential. Also time mai	nagement and delegation, situational management, performance evaluation and training of leading an evaluation discussion.	Last third of the s	ubject covers		
succession planning, m	otivation, influencing company culture and crisis situation solving.				
16NPS	Systems Design	Z,ZK	5		
The graduate of this cou	urse will be capable to operate with organizational systems features (incl. concepts of synergy, order, chaos, emergence etc.) an	d with problem-so	lving processes.		
The course includes les	ssons on systems methology, incl. Checkland's methodology of the soft systems. The graduates will be able to use and apply	model views and	software for		
project management.					
16RD	Regional Demography	Z,ZK	5		
The main aim of this co	urse is to acquaint the students in detail with the findings and methods of regional demography. To teach them to analyse giv	en regions with th	he help of both		
demographic and statis	tical methods and to acquaint them with the demographic situation with regard to the regions of the Czech Republic and also	with the demogra	aphic situation in		
the world with special for	ocus on migration and its significance.				
16NPR	Regional Policy	Z,ZK	5		
The provision of integra	I theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis	of the conception	role of state,		
regional and local authority	prities related to effective and balanced development of all regions.				
16NSM	Strategic Marketing	Z	4		
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Code of the group: 3.S.RRP-P OD 14/15

Name of the group: 3.s.RRP-od14/15 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
04JA3	English Language 3	Z,ZK	2	0P+2C		Z

	Economics Statistics	Z,ZK	5	2P+1C	Z	Z
16NF	Function, Organization, and Legislation of Public Administration	Z,ZK	4	2P+1C	Z	z
I6PRG	Programming in the CR and in the EU	Z,ZK	5	2P+2C	Z	Z
I6NPDP	Project of Diploma Thesis	Z	4	1P+2C	L,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
J4JA3 I The course aims at busin trea of management (wo lealing with project mana his, the aim of the course Aethodologically, the course the course study situations, teat is constraining the way of with the options of using site if CNF I Demonstrating the way of with the options of using site in the options of using site site site site site site site site	he courses of this group of Study Plan: Code=3.S.RRP-P OD 14 English Language 3 ess and managerial language, as used in company management. The student's skills in rk and motivation, company structure, managing across cultures, recruitment). The stud- igement and project planning. Further training in the proper use of grammar structures in is the acquisition of language skills, writing strategies and active vocabulary. The course rese relies on formal language analysis, systematic development of specialised vocabular mwork and giving feedback. Economics Statistics statistical information origin about economical and social effects and processes, the po- statistical methods of analytical procedures in comon statistical practice. Function, Organization, and Legislation of Public Administration the in the field of public administration. Entities and public administrators. The reform pro- slative character. Activities of the central state administration bodies in the country. Com- relationship between the government and other central organs. Ministries and their age	n foreign language : dents are also acqui is provided simultar se focuses on pract ary, competent use ssibilities and limits cess of the public a nposition, appointm	speaking an inted with th neously with ical applicat of relevant <u>c</u> of their cohe dministration ent and wor	Z d writing are e most up-to vocabulary ion of the giv grammar, sys Z esion and pra Z an after 1989 k of the gove	,ZK	2 bed in the ional jargo addition to na. cce of typic 5 ons togeth 4 s on aspec dination of
ommunities. Municipal a ublic administration. 6PRG I troduction to basic appr whesion and programs in	It. Natural persons involved in the administration. Municipalities and regions - basic char nd regional authorities and their powers. Other entities of public administration - public in Programming in the CR and in the EU oaches of programming in the CR and in the EU. Getting an overview of the programs in mplemented by national funds. Emphasis on basic principles of project design, acquisition.	implemented in the	Czech Repu	r legal and r	atural person: ,ZK he economic a	s performin 5 and social
f the city or region.	Project of Diploma Thesis				Z	4
	Social Competencies in Project Management			Z	"ZK	5
		any procentation the	at makes se			e variety o
computer science and bus components of computer an organization. Critically managerial, technical, an	a latest theory and practice of Knowledge Management, with an integrated interdisciplin siness KM perspectives arising simultaneously from artificial intelligence, information syst tools and technology for managing knowledge, without losing sight of the "soft" manage evaluates the nature, computer representation, access, and utilization of knowledge ve d systems workers alike in today's modern knowledge-based economy.	stems, and organization of the stems of the	allenges in l	everaging kinn context. Es	nowledge effer ssential prepa	ctively with ration for
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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-RRP OD 11/12 Name of the group: PVP-N-RRP 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
16XMK	Developing Intercultural Communicative Competence	Z,ZK	5	0P+3C	L	PV
16XBS	Balanced Scorecard	Z,ZK	5	1P+2C	L	PV
16XCI	Competitive Intelligence	Z,ZK	5	1P+2C	L	PV
16XDB	Description in Business	Z,ZK	5	0P+4C		PV
16XD	Transport Systems	Z,ZK	5	3+0		PV
16XNE	Ecology and Sustainable Development	Z,ZK	5	1P+2C	L	PV
16XENU	Sustainable Development: Economics and Policy	Z,ZK	5	1P+2C	L	PV
I6XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5	1P+2C	L	PV
6XEF	European Social Fund	Z,ZK	5	1P+2C	L	PV
I6XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5	1P+2C	L	PV
6XG	Geographic and Information Systems	Z,ZK	5	3+0		PV
6XIT	Information and Communication Technologies	Z,ZK	5	3+0		PV
6XIP	Inter-cultural Psychology	Z,ZK	5	1P+2C	L	PV
6XP	Small and Medium Business	Z,ZK	5	1P+2C	L	PV
6XSP	Management of Construction and Developers ' Projects	Z,ZK	5	1P+2C	L	PV
6XMS	Modernisation of Public Administration	Z,ZK	5	3+0		PV
6XOP	Valuation of Firm and Projects	Z,ZK	5	1P+2C	L	PV
6XNP	Presentation and Communication Skills	Z,ZK	5	0P+3C	L	PV
6XDO	Presentation Skills in English	Z,ZK	5	0P+4C	L	PV
6XRM	Restoration and Urban Development	Z,ZK	5	3+0		PV
6XR	Reconditioning and Rural Development	Z,ZK	5	1P+2C	L	PV
6XRZ	Administration of Municipalities and Regions	Z,ZK	5	3+0		PV
6XV	English for Meetings and Negotiations	Z,ZK	5	0P+4C	L	PV
6XSC	Smart Cities and Smart Regions	Z,ZK	5	1P+2C	L	PV
6XNSR	Municipalities and Regions Development Strategy	Z,ZK	5	1P+2C	L	PV
6XEU	Structures and Legislation of the European Union	Z,ZK	5	1P+2C	L	PV
I6XNUP	Urban Planning and Regional Development	Z,ZK	5	1P+2C	L	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-N-RRP OD 11/12 Name=PVP-N-RRP 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 comn	nunication, and
examine the role of lang	puage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in corr	munication . Inter	cultural theories
and their influence on b	ehaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misun	derstanding . Lan	guage practice
and activities . Case stu	idies on individual topics Language level: CEFR B2		
16XBS	Balanced Scorecard	Z,ZK	5
The aim of the course is	s to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance	parameters. The	se performance
parameters used by pla	nning of firm's development and by results evaluation are followed in complex approach. Further the student is able to maste	r performance pa	rameters in
business decision maki	ng processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for m	aking business p	rojects.
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 defin	ing the specific in	formation needs
for support Strategic Pla	anning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequer	nt creation of Kno	wledge Base.
Relevant is also effective	e communication of these findings to senior management of an organization.		
16XDB	Description in Business	Z,ZK	5
Development of langua	ge knowledge and skills focusing on special purposes of the study programme with the main aim to adequately use the langu	lage in both spea	king and writing.
16XD	Transport Systems	Z,ZK	5
The course will acquair	t the students with> ?basic features of individual kinds of transport (road, railway, air, water) ?relations between transport a	and territory. ?trar	sport surveys:
logistics in in large terri	torial units, regions, towns and villages. ?reciprocal relations between a transport route and territory. ?public, individual, carg	o transport (freigh	t)? prospective
of further transport deve	elopment in Europe (EU) and the Czech Republic (national transport network), the relation of urban and transport planning ?	transport and env	/ironment, noise
and vibration, exhaust f	umes, accidents, land confiscation, energy consumption ?the impact of transport systems upon landscape and settlements ?	transport and sus	stainability
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 c	omponents of the	environment,
non-renewable and ren	ewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sust	ainable developm	ent - definitions,
basic concepts, indicate	ors, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development	opment. Sustaina	ble development
in sectors of the nationa	al economy: air, transport, water. Sustainable development in the regions and municipalities.		
16XENU	Sustainable Development: Economics and Policy	Z.ZK	5

	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5
Influence of socio-econ	omic changes after 1989 on the introduction of new management methods in public administration. Different and the same cl	haracteristics of p	ublic and private
	of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Ag		
benchmarking); Commu	inications and Public Relations, Public Relations; participation and involvement of the local community in the public administration	tion, the role of the	citizen, motives
and barriers to their par	ticipation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and	informatization - C	zech POINT,
data boxes, electronic r	egisters, GIS, KIVS, electronic notice boards.		
16XEF	European Social Fund	Z,ZK	5
European social fund a	nd its position among other implemets of regional development and reaching of economic and social cohesion of EU and the C	zech republic. Exp	eriences gained
s and a second s	operational programmes financed by ESF and Initiative Association EQUAL financed by ESF in programming period 2000 ?		
	d. Implementation of programmes financed by European social fund in Czech republic. Horizontal topics of European social	fund and practical	examples of
-	the proces of program and ESF project management.		
16XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5
	f development and creation of cretivity based on philosophy, psychology and pedagogy. The subject is focused on creativity an	d age, theory of cr	eativity, process
-	creativity, dvelopment of creativity.	·	
16XG	Geographic and Information Systems	Z,ZK	5
	Illowing: the definition of Geographic and Information Systems (GIS); components, technological and programming equipmen		
	nents; geographic data and data models. The course also deals with resources and methods used in the acquisition of digital		-
	dels; geographically oriented database of spatial information; geographic and topological methods of information processing a	and its application	; modelling and
	tures, and GIS application areas. Cíl p edm tu		
16XIT	Information and Communication Technologies	Z,ZK	5
-	eate the content of the course: ?listing of audio-visual technology ?computer networks (local and remote) ?topology, linking, add	-	
-	?access to the Internet" ?FTP, Gopher and WWW protocols ? basics of functioning and usage, hypertext. ?communication se	ervices on the Inte	rnet ? electronic
-	formation on the Internet ?Internet security, futher prospectives of the Internet development.		
16XIP	Inter-cultural Psychology	Z,ZK	5
	ral psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union e		
	other important world cultures as well - like leading American or Asian cultures. The content of this subject includes different a	•	
	ural differences - as language, habits, values or prejudices. Important parts of this subject are practical examples and intercul		
16XP	Small and Medium Business	Z,ZK	5
	s to provide for students necessary competences for feasibility study and business plan elaboration, to explain methods for co	onstruction, financ	ial management
	iness plan/project. Students are able to understand accesses used on tactical and operational managerial levels.		
16XSP	Management of Construction and Developers' Projects	Z,ZK	5
	t the students with the preparation of developers' projects, urban planning and projects designed for building permits. Marketing		-
	alysis and forms of sales are among the key issues the course will deal with. The other areas include: ?Acquisition of estates ?	-	-
-	eveloper's project ? financial analysis aimed at recoverability and the overall feasibility, financial resources, credits terms and	-	-
	v administration, accounting, requirements for mortgage refinancing. ?Risk management ? definition, evaluation, restrictions,	continuous super	vision and risk
managegement, final e	valuation ?Management of project implementation and its organisation, change management with clients and suppliers.		
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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. Insti	n 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, def	ence and develop	ment policy and				
implements for their rea	lisation (particulary for structural policy). Concept of welfare state and accomplishment of it in member states of EU. Process	of the EU enlarge	ement and its				
orientation and employn	rientation 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	Z	2
The course aims	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writir	ng are to be develo	ped in the
area of manageme	nt (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most	up-to-date profess	ional jargon
dealing with	project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	vocabulary extens	ion.
04JA2	English Language 2	Z	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writir	•	
-	nt (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most		
	project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with		
04JA3	English Language 3	Z,ZK	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writin		
, , , , , , , , , , , , , , , , , , ,	nt (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most of		
	ct management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabu f the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application	-	
	the course is the acquisition of language skills, whiting strategies and active vocabulary. The course locuses on practical application the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar	• ·	
weillouologically, a	case-study situations, teamwork and giving feedback.	, systematic practi	ce or typical
16DPI	Diploma Thesis	Z	15
16E	Economics	Z,ZK	5
-	ECONOMICS pants to the world economy, explaining the principles of economic thinking, illustrating the problem of resource scarcity and productic	,	-
	distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic indicators, dis		0 0
1.	the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the government, ag		
	to present problems of countries and integrated coalitions.		
16FMP	Financial Management of Enterprises and Projects	Z,ZK	5
-	al Management of Enterprises and Projects provides a complex explanation of all essential financial management questions. Students		-
	f the main concepts, tools and methods of the financial management and their utilization in practical decision making and management		
Students gain pri	marily knowledge of financial management role within a business, evaluation of financial performance of business, investment project	ts appraisal, worki	ng capital
mana	gement and financing, various sources of funds, project financing, financial planning and forecasting, initial public offering and evaluate	ation techniques.	
16NES	Economics Statistics	Z,ZK	5
Demonstrating the	way of statistical information origin about economical and social effects and processes, the possibilities and limits of their cohesion and	d practical aplication	ons together
	with the options of using statistical methods of analytical procedures in comon statistical practice.		
16NF	Function, Organization, and Legislation of Public Administration	Z,ZK	4
	concepts in the field of public administration. Entities and public administrators. The reform process of the public administration after 1		
	Ind legislative character. Activities of the central state administration bodies in the country. Composition, appointment and work of the	•	
-	on, the relationship between the government and other central organs. Ministries and their agenda. Other central administrative author		-
	ic interest. Natural persons involved in the administration. Municipalities and regions - basic characteristics of local government and I	-	-
communities. Wurnd	cipal and regional authorities and their powers. Other entities of public administration - public institutions and enterprises, other legal a public administration.	nu natural persons	penorming
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4
	ith theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and importa		
	and structural policy within particular programming periods of EU.		the regional
16NOV	Employee Organization and Management	Z,ZK	5
	ect is to connect the students' knowledge of management and project management with new information on employee organization and		-
	ualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and mak		
	e management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. La		
	succession planning, motivation, influencing company culture and crisis situation solving.		
16NPDP	Project of Diploma Thesis	Z	4
16NPR	Regional Policy	Z,ZK	5
	ntegral theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis of		
	regional and local authorities related to effective and balanced development of all regions.		
16NPS	Systems Design	Z,ZK	5
The graduate of this	course will be capable to operate with organizational systems features (incl. concepts of synergy, order, chaos, emergence etc.) and w		processes.
The course inclue	les lessons on systems methology, incl. Checkland's methodology of the soft systems. The graduates will be able to use and apply n	nodel views and so	oftware for
	project management.		

16NSK	Social Competencies in Project Management	Z,ZK	5
° °	e of the latest theory and practice of Knowledge Management, with an integrated interdisciplinary presentation that makes sense of t	۰,	
	and business KM perspectives arising simultaneously from artificial intelligence, information systems, and organizational behavior. Sol	-	
	nputer tools and technology for managing knowledge, without losing sight of the "soft" management needs and challenges in leveragin		-
an organization.	Critically evaluates the nature, computer representation, access, and utilization of knowledge versus information within a human cont managerial, technical, and systems workers alike in today's modern knowledge-based economy.	ext. Essential prep	aration for
16NSM		Z	1
	Strategic Marketing	Z	4
16NZP	Elements of Law		3
16PRG	Programming in the CR and in the EU	Z,ZK	5
	sic approaches of programming in the CR and in the EU. Getting an overview of the programs implemented in the Czech Republic w grams implemented by national funds. Emphasis on basic principles of project design, acquisition of the ability to create a project proj		
conesion and prog	of the city or region.		evelopment
16RD	Regional Demography	Z,ZK	5
	his course is to acquaint the students in detail with the findings and methods of regional demography. To teach them to analyse given		-
	tatistical methods and to acquaint them with the demographic situation with regard to the regions of the Czech Republic and also with	-	-
	the world with special focus on migration and its significance.	3.1	
16RME	Regional and Local Economy	Z,ZK	5
	cipal economy deals with social ? economic development of regions and towns. It is based on spatial application of common economic	1 '	al economy.
The main part of th	e subject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the governme	ent sector of region	s and towns
and the possibilitie	es of influencing by the authorities that have responsibility for development of regions and towns. The subject contains also key conce	epts and pieces of	knowledge
from the field of te	rritorial finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of incom	es and expenses	of territorial
budget with an em	phasis on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the subj	ect, especially the	localization
	theories.		
16RP	Project Management	Z,ZK	5
,	s a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other su	, ,	
management, using	g software for the project management, the process of a feasibility study development. Students will practice the methods for decision	n making applicable	e to projects
1005	as the decision trees development and the problem analysis.	7 71/	
16SR	Strategic Management	Z,ZK	5
	rse is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master gene	-	-
	bjects and public administration institutions and understanding of basic models and instruments which are used in managerial practic	-	-
	he students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the constru		
16SRG	Socio-economic Geography	Z,ZK	5
	s to understand the development, current situation and the main trends in economic distribution and other social ? economic activities		nt regional
	levels. Students should get basics of geographical thinking, they should understand problems in territorial context and the rules of de		-
16XBS	Balanced Scorecard	Z,ZK	5
	rse is to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance part of the regulation are followed in complex expressed. Earther the student is able to marter		enormance
		norformanco para	motore in
	by planning of firm's development and by results evaluation are followed in complex approach. Further the student is able to master in making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for		
business decis	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for	making business p	rojects.
business decis	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence	making business p	rojects. 5
business decis 16XCI The course is desig	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gned as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining	making business p Z,ZK the specific inform	rojects. 5 nation needs
business decis 16XCI The course is desig	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gned as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining gic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent	making business p Z,ZK the specific inform	rojects. 5 nation needs
business decis 16XCI The course is desig for support Strate	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gined as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining gic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent Relevant is also effective communication of these findings to senior management of an organization.	making business p Z,ZK the specific inform creation of Knowle	rojects. 5 nation needs
business decis 16XCI The course is desig for support Strate 16XD	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gned as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining gic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent Relevant is also effective communication of these findings to senior management of an organization. Transport Systems	making business p Z,ZK the specific inform creation of Knowle Z,ZK	rojects. 5 lation needs edge Base. 5
business decis 16XCI The course is desig for support Strate 16XD The course will ac	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gined as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining gic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent Relevant is also effective communication of these findings to senior management of an organization. Transport Systems quaint the students with> ?basic features of individual kinds of transport (road, railway, air, water) ?relations between transport and	making business p Z,ZK the specific inform creation of Knowle Z,ZK d territory. ?transpo	rojects. 5 lation needs edge Base. 5 prt surveys:
business decis 16XCI The course is desig for support Strate 16XD The course will ac logistics in in large	sion making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for Competitive Intelligence gned as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining gic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent Relevant is also effective communication of these findings to senior management of an organization. Transport Systems	making business p Z,ZK the specific inform creation of Knowle Z,ZK d territory. ?transpo ansport (freight) ?	rojects. 5 aation needs edge Base. 5 ort surveys: prospective
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The subject "Inter-	Inter-cultural Psychology	Z,ZK	5		
	cultural psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union envi				
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.					
16XIT	Information and Communication Technologies	Z,ZK	5		
-	nes create the content of the course: ?listing of audio-visual technology ?computer networks (local and remote) ?topology, linking, addres ernet ?access to the Internet" ?FTP, Gopher and WWW protocols ? basics of functioning and usage, hypertext. ?communication service	-	-		
	mail, IRC. ?searching information on the Internet ?Internet security, futher prospectives of the Internet development.		: electronic		
16XMK	Developing Intercultural Communicative Competence	Z,ZK	5		
	focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences inl	1 ⁻ 1	-		
examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories					
	e on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunde				
	and activities . Case studies on individual topics Language level: CEFR B2	0 0			
16XMS	Modernisation of Public Administration	Z,ZK	5		
	es on initial conditions and prerequisites for changes in public administration and management of public administration, on differences	1 1	ween public		
and private sectors. It also deals with the potentials to apply management tools to individual areas of Public Administration Management which includes strategic management in public					
administration, s	trategic development documents for territorial units on various levels of administration, human resources management, principles of fi	inancial manageme	ent, quality		
management meth	nods (models CAF, EFQM, BSC, benchmarking); public relations, local citizens' participation in public administration, the role of a citizen,	, and with legislative	e framework		
	of individual areas of administration.				
16XNE	Ecology and Sustainable Development	Z,ZK	5		
	eneral sense, basic terms, environmental laws and regularities. Man and the environment - global problems of mankind: damaging cor	•			
	d renewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sustain				
basic concepts, in	dicators, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development	nent. Sustainable d	levelopment		
	in sectors of the national economy: air, transport, water. Sustainable development in the regions and municipalities.	7 71/	-		
16XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5		
	economic changes after 1989 on the introduction of new management methods in public administration. Different and the same chara	-	-		
· ·	entation of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Ag ommunications and Public Relations, Public Relations; participation and involvement of the local community in the public administration				
	neir participation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and inl				
	data boxes, electronic registers, GIS, KIVS, electronic notice boards.	020			
16XNP	Presentation and Communication Skills	Z.ZK	5		
	d exercising, the students learn how to communicate successfully and how to prepare and provide speeches adequate for different sit	1 ' 1	-		
	bal and nonverbal communication, structure and different drafts of informative and persuasive speeches, they will go through creative				
	training. They will learn how to use different methods of argumentation, how to deal with questions and to use visual aids.				
16XNSR	Municipalities and Regions Development Strategy	Z,ZK	5		
The aim of the co	purse is to understand the mission and the principles of regional/municipal development, the complexity of regional politics and the co	ncepts such as sus	stainahility		
subsidiarity and pa	artnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general p	-	-		
	artnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general p ues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the mo	public; to discuss th	e challenge		
of public iss 16XNUP	sues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the mo Urban Planning and Regional Development	public; to discuss th ost appropriate stra Z,ZK	ne challenge ategy. 5		
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