Study plan

Name of study plan: N-PRI-prez.forma od 15/16

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: 82

The role of the block: Z

Code of the group: 1.S.PRI-P OD 15/16

Name of the group: 1.s.PRI od 15/16 prezen ní forma

Requirement credits in the group: In this group you have to gain 24 credits

Requirement courses in the group: In this group you have to complete 6 courses

Credits in the group: 24 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
16MI2	Microeconomics	Z,ZK	4	0P+2C	Z	Z
16NOV	Employee Organization and Management	Z,ZK	5	2P+2C	Z,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 15/16 Name=1.s.PRI od 15/16 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 (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 ma	nagement and project planning. Further training in the proper use of grammar structures is provided simultaneously with voc	abulary extension					
16MI2	Microeconomics	Z,ZK	4				
The course introduces to	he analysis of the financial markets at the intermediate level.						
16NOV	Employee Organization and Management	Z,ZK	5				
The aim of the subject is	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 qualif	ied for employee management in practice. Topics covered are personnel planning, selection methods, team construction and	making good use	of team member				
potential. Also time mar	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.						
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 Ζ 3

Code of the group: 2.S.PRI-P OD 15/16

Name of the group: 2.s.PRI- od 15/16- prezen náí forma

Requirement credits in the group: In this group you have to gain 25 credits

Requirement courses in the group: In this group you have to complete 6 courses

Credits in the group: 25 Note on the group:

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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
04JA2	English Language 2	Z	2	0P+2C		Z
16CRP	Enterprise and Project Management Control	Z,ZK	5	2P+2C	L	Z
16MA2	Macroeconomics	Z,ZK	4	0P+2C	L	Z
16PVM	Projects in Production and Operations Management	Z,ZK	5	2P+2C	L	Z
16NSR	Strategic Management	Z,ZK	5	2P+2C	L	Z
16NSM	Strategic Marketing	Z	4	2P+2C	L	Z

HAJA2 English Language 2 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 rea of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most up-to-date professional ealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. 6CRP	argon
rea of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most up-to-date professional ealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. 6CRP Enterprise and Project Management Control Enterprise and Project Management Control be course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses resentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management is 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 expend trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly strongly and trained. Macroeconomics	argon
ealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. 6CRP Enterprise and Project Management Control be course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses resentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management is 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 expected trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly strongly and trained. 6MA2 Macroeconomics	on
Enterprise and Project Management Control be course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuser resentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management is 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 expected trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its key measures are strongly stream to the performance management and its	on
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s 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 expend trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stream Macroeconomics Z,ZK 4	
nd trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly str 6MA2 Macroeconomics Z,ZK 4	ıt, as
6MA2 Macroeconomics Z,ZK 4	lained
	essed.
he course introduces the issues of macroeconomic theory at the intermediate level.	
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6PVM Projects in Production and Operations Management Z,ZK 5	
he course acquaints students with project management as a part of the production and operational management of modern enterprise, operating under LEAN Six Sigma.	
6NSR Strategic Management Z,ZK 5	
he 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 manage	ement
f economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gair	~d
ompetences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.	eu
6NSM Strategic Marketing Z 4	eu

Code of the group: 3.S.PRI-P OD 16/17

Name of the group: 3.s.PRI od 16/17 prezen ní forma

Requirement credits in the group: In this group you have to gain 24 credits

Requirement courses in the group: In this group you have to complete 5 courses

Credits in the group: 24

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
G63C1101	Economic statistics	Z,ZK	6	2P+2C		Z
G16C2101	Managerial Decision Making	Z,ZK	6	2P+2C		Z
G00C3101	Diploma Thesis Project	Z	0	1P+0C		Z
G16C3102	Innovation Management and Innovation Project	Z,ZK	6	2P+2C		Z
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=3.S.PRI-P OD 16/17 Name=3.s.PRI od 16/17 prezen ní forma

G63C1101	Economic statistics	Z,ZK	6	
In the subject of Econor	nic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing	g, presentation, a	nd analysis of	
economic and social phenomena. The choice of the specific methods and their clarification is subordinate to the interest in highlighting the processes and applications that are typical				
for the analytical and de	ecision-making activities not only of economists and of managers.			

G16C2101	Managerial Decision Making	Z,ZK	6
G00C3101	Diploma Thesis Project	Z	0
G16C3102	Innovation Management and Innovation Project	Z,ZK	6

Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation, a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematic-analytical methods and techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.

G63C1301 Corporate Financial Management

Z,ZK

6

The course provides a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have the opportunity to understand the main concepts, tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial emphasis is placed on evaluating the financial performance of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of financing the company, project financing, methods of financial planning and forecasting, and valuation techniques.

Code of the group: 4.S.PRI-P OD 16/17

Name of the group: 4.s.PRI od 16/17 prezen ní forma

Requirement credits in the group: In this group you have to gain 9 credits

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

Credits in the group: 9 Note on the group:

	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
G00C4101	Diploma Thesis	Z	9	0P+6C	L	Z

Characteristics of the courses of this group of Study Plan: Code=4.S.PRI-P OD 16/17 Name=4.s.PRI od 16/17 prezen ní forma

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G00C4101	Diploma Thesis	Z	9

Name of the block: Povinné p edm ty zam eni

Minimal number of credits of the block: 17

The role of the block: PZ

Code of the group: 1.S.PRI-SPEC.OD15/16

Name of the group: 1.s.PRI-specializace od 15/16 prezen ní forma

Requirement credits in the group: In this group you have to gain 6 credits

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

Credits in the group: 6 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
16S1BPM	Business Process Management and Production Systems	Z,ZK	6	2P+2C	Z	PZ
16S2CFM	Corporate Financial Management	Z,ZK	6	2P+2C	Z	PZ
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PZ
16S3PM	Standards of Project Management	Z,ZK	6	2P+2C	Z	PZ

Characteristics of the courses of this group of Study Plan: Code=1.S.PRI-SPEC.OD15/16 Name=1.s.PRI-specializace od 15/16 prezen ní forma

16S1BPM	Business Process Management and Production Systems	Z,ZK	6				
16S2CFM	Corporate Financial Management	Z,ZK	6				
The course provides students with a comprehensive knowledge-base of corporate financial management. It focuses particularly on the skills, essential for substantiated decision-making							
in a corporate environment, as well as cooperation within management teams. Significantly, the course will ensure standardisation of elementary proficiencies for students with different							
backgrounds, and develop business English skills of non-native speakers.							
G65E1301	Smart Cities and Regions	Z,ZK	6				
Smart Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators.							
16S3PM Standards of Project Management Z,ZK 6							
The subject acquaints students with good experience in the field of project management in the form of methodologies and standards. After completing the course, students will be							
prepared to pass the international professional examinations (mainly PMI CAPM, when evidence of design practice, then PMI PMP).							

Code of the group: 2.S.PRI-SPEC.OD15/16

Name of the group: 2.s.PRI-specializace-od 15/16 prezen ní forma

Requirement credits in the group: In this group you have to gain 5 credits

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

Credits in the group: 5 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
16S2FM	Financial Markets and Risk Management	Z,ZK	5	2P+2C	L	PZ
16S1LM	Lean Manufacturing	Z,ZK	5	2P+2C	L	PZ
16S3MPM	Modern Approaches in Project Management	Z,ZK	5	2P+2C	L	PZ
G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PZ

Characteristics of the courses of this group of Study Plan: Code=2.S.PRI-SPEC.OD15/16 Name=2.s.PRI-specializace-od 15/16 prezen ní forma

16S2FM	Financial Markets and Risk Management	Z,ZK	5
The course provides stu	dents with a hands-on knowledge of financial markets and financial instruments, their structure and conventions. They learn	to use market ins	truments and
market analyses to desi	gn efficient investment and hedging strategies and methods for the capital management of a company. Seminars take place	interactively in the	PC lab, which
facilitates instruction an	d the solving of case studies using current market data and other online resources.		

16S1LM	Lean Manufacturing	Z,ZK	5
16S3MPM	Modern Approaches in Project Management	Z,ZK	5

The course presents an overview of the agile approaches and delves deeper into the most common ones, such as Scrum, Kanban, DSDM. Upon completion of the course the students will be able to use basic tools of multiple approaches, be productive members of agile project teams. The course is aligned to international standards and examinations.

G65E2301 Regional Development and Planning

he goal is to understand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech Republic, and of planning as a tool of development. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the Middle-European planning culture and planning system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.

Code of the group: 3.+4S.PRI-SP.OD16/17

Name of the group: 3+4.s.PRI-specializace od 16/17 prezen ní forma Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete 2 courses

Credits in the group: 6 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
G63E4301	Advanced Topics in Financial Management	Z	3	0P+2C	L	PZ
G65E3101	City Competitiveness	ZK	3	2P+0C	Z	PZ
G04E4201	Concept Note	Z	3	0P+2C		PZ
G63E3301	Economic and Financial Modelling	KZ	3	0P+2C		PZ
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PZ
G65C0101	Competitiveness of Cities	Z,ZK	6	2P+2C		PZ
G16E3301	Six Sigma	ZK	3	0P+2C		PZ
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=3.+4S.PRI-SP.OD16/17 Name=3+4.s.PRI-specializace od 16/17 prezen ní forma

G63E4301	Advanced Topics in Financial Management	Z	3
During the course will be	studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions	performed at the f	inancial markets
will be combined with the	e internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The	course aims at ov	erhaul the path
research of the portfolio	theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective of	deal with a diversit	y of strategies
developed for assigning	a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification princip	ole. The overview	starts with the
pioneering Markowitz co	ntribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative	structure of capit	al. The analysis
includes also the Sharpe	e CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distr	ibutions, confiden	ce intervals and
probability of default. Wit	h the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses be	ased on the probal	oility distribution,
based on the Gaussian	statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric methods.		
G65E3101	City Competitiveness	ZK	3
In the contemporary glo	palizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often p	ossible at the exp	ense of the

In the contemporary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often possible at the expense of the declination of another. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve them. Relevant case studies from practice will be used as part of the course teaching.

G04E4201 | Concept Note | Z | 3
The aim of the course is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compose formally and stylistically

appropriate texts in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing. 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.

G63E3301 Economic and Financial Modelling

The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation

G65E4101	European Union and Regional Policy	ZK	3
The course discusses	developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues	of the integration	process. It is
based on lectures, cla	ss discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of	the course are to	explain a modern
development of the E	J, analyse key points in particular areas of integration and practise argumentation skills.		
G65C0101	Competitiveness of Cities	Z,ZK	6
G16E3301	Six Sigma	ZK	3
The course is aimed a	tt practical application of how the individual components (methods and techniques - mainly applied statistical methods and tech	nniques) used in th	nis approach and
a common application	of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).		
G16E0501	Social Competences in Project and Process Management	7	3

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 21

The role of the block: PV

Code of the group: PVP-N-PRI OD 16/17

Name of the group: PVP-N-PRI od 16/17 prezen ní forma

Requirement credits in the group: In this group you have to gain 21 credits

Requirement courses in the group: In this group you have to complete at least 4 courses (at most 7)

Credits in the group: 21 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
G16E0201	Agile BootCamp	KZ	3	0P+2C		PV
G16C0101	Balanced Scorecard	Z,ZK	6	2P+2C	Z,L	PV
G63C0401	Competitive Intelligence	ZK	3	0P+2C	Z,L	PV
G04E0201	English for Intercultural Communication	Z,ZK	6	0P+4C	Z,L	PV
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PV
G63C0303	Financial Accounting	ZK	3	2P+0C	L	PV
G04E0203	Global Virtual Teams	Z,ZK	6	0P+4C	Z,L	PV
G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G65C0301	Corporate Law	ZK	3	2P+0C	L	PV
G16C0102	Small and Medium Business	Z,ZK	6	2P+2C		PV
G04E0202	Meetings and Negotiations in English	Z,ZK	6	0P+4C	L	PV
G63C0201	Macroeconomic Analysis	ZK	3	0P+2C	L	PV
G63C0301	Valuation of Firm and Projects	Z,ZK	6	2P+2C	L	PV
G66C0101	Reflections of Technical Innovations in Culture	ZK	3	2P+0C	L	PV
G63C0302	Corporate Crisis	Z,ZK	3	2P+0C	L	PV
G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PV
G16C0104	Solving Real World Problems	ZK	3	0P+2C		PV
G65C0102	Public Administration Management and Decision-Making	ZK	3	2P+0C	L	PV
G88C0101	Management Competencies Seminar	KZ	6	0P+4C	L,Z	PV
G16E3301	Six Sigma	ZK	3	0P+2C		PV
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PV
G16C0103	Strategic Management - Simulations	ZK	3	0P+2C	L	PV
G16C0602	Technology Transfer	Z,ZK	6	2P+2C		PV
G88E0201	Selected Chapters of Innovation Management A-1	ZK	6	2P+2C		PV
G88E0202	Selected Chapters of Innovation Management A-2	ZK	6	2P+2C		PV
G88E0203	Selected Chapters of Innovation Management B-1	ZK	3	2P+0C		PV
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3	2P+0C		PV
G88E0205	Foreign Experience	Z	6	0P+4C		PV

Characteristics of the courses of this group of Study Plan: Code=PVP-N-PRI OD 16/17 Name=PVP-N-PRI od 16/17 prezen ní forma

G65E1301	Smart Cities and Regions	Z,ZK	6
Smart Cities and Smart	t Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and in	dicators	

G65E2301			
	Regional Development and Planning	Z,ZK	6
-	nd the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czec	-	
•	Students should know the core European concepts of regional and municipal development. A particular attention will be paid to	•	
	system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students shou ant stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.	la perceive aevelo	pment from the
G65E4101		71/	2
	European Union and Regional Policy developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues	ZK	3
	s discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of t		
	U, analyse key points in particular areas of integration and practise argumentation skills.	ine course are to e.	Apiairi a model
G16E3301	Six Sigma	ZK	3
	ր on origina at practical application of how the individual components (methods and techniques - mainly applied statistical methods and tech		_
	n of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).		o approaon an
G16E0201	Agile BootCamp	KZ	3
	ie teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three met	1 1	_
the same cross-funct	onal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	or the design and i	mplementation
of Design Sprints, inc	luding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem	nester.	
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technic	nl) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in c	order to be informe	d about a stat
of the innovations, te	chnology trends and possible future developments, and to have a better initial position for strategic planning and decision-making	ng.	
G04E0201	English for Intercultural Communication	Z,ZK	6
The seminar will focu	s on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences	influencing comm	unication, and
	nguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in con		
	behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misur	derstanding . Lang	guage practice
	studies on individual topics Language level: CEFR B2		
G63C0303	Financial Accounting	ZK	3
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of this co	urse is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business	and Economics of	Dublin City
	asaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). W	-	
	ish as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	· · · · · · · · · · · · · · · · · · ·	
	l apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretic		
	sions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects	s of GVT theory to v	write individua
a paper.		716	
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G88E0201	Selected Chapters of Innovation Management A-1	ZK	6
G88E0202	Selected Chapters of Innovation Management A-2	ZK	6
G88E0203	Selected Chapters of Innovation Management B-1	ZK	3
Students are able to	understand and analyze the distribution of resources as an important factor of European integration. They are able to examine	the cohesion impa	act of the main
European Union poli	cies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technologies.	gical development	t, social and
employment, structu	al policies. The module emphasizes the relationships that exist between European Union policy interventions and their final imp	oact in different co	ountries, and
competitiveness and	cohesion.		
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

List of courses of this pass:

Code	Name of the course	Completion	Credits
04JA1	English Language 1	Z	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing	-	•
	nt (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most		
	n project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	vocabulary extens	
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 writing	_	-
_	nt (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most n project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	-	
16CRP	Enterprise and Project Management Control	Z,ZK	5
	using on introducing the controlling (management control) as an integrated approach to enterprise management and project manage	· '	_
	key linkages among single functional areas, key processes and activities and other entities in the enterprise management system a		
its important part. T	he methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed	d and integrated, a	re explained
and trained. The so	lved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key m	easures are strong	ly stressed.
16MA2	Macroeconomics	Z,ZK	4
	The course introduces the issues of macroeconomic theory at the intermediate level.		
16MI2	Microeconomics	Z,ZK	4
	The course introduces the analysis of the financial markets at the intermediate level.		l
16NOV	Employee Organization and Management	Z,ZK	5
The aim of the subj	ect is to connect the students' knowledge of management and project management with new information on employee organization a	nd management. T	he outcome
will be a graduate of	ualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and mak	king good use of te	am member
potential. Also tim	e management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. La	ast third of the subj	ect covers
	succession planning, motivation, influencing company culture and crisis situation solving.		
16NSM	Strategic Marketing	Z	4
16NSR	Strategic Management	Z,ZK	5
The aim of the coul	se is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master gene	ral knowledge in m	anagement
	bjects and public administration institutions and understanding of basic models and instruments which are used in managerial practic		
competences t	he students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the constru	ction of the strate	jic plan.
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 structur	e and realization o	f the stages
and changes of th	ne economic results during the accounting period; further with accounting as a system needful for tax declaration and not least as a re-	esource to financia	ıl analysis.
16NZP	Elements of Law	Z	3
16PVM	Projects in Production and Operations Management	Z,ZK	5
The course ac	equaints students with project management as a part of the production and operational management of modern enterprise, operating	,	Sigma.
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		_
	software for the project management, the process of a feasibility study development. Students will practice the methods for decision		
	as the decision trees development and the problem analysis.		
16S1BPM	Business Process Management and Production Systems	Z,ZK	6
16S1LM	Lean Manufacturing	Z,ZK	5
16S2CFM	Corporate Financial Management	Z,ZK	6
	s students with a comprehensive knowledge-base of corporate financial management. It focuses particularly on the skills, essential for		
-	onment, as well as cooperation within management teams. Significantly, the course will ensure standardisation of elementary proficier		_
	backgrounds, and develop business English skills of non-native speakers.		
16S2FM	Financial Markets and Risk Management	Z,ZK	5
	les students with a hands-on knowledge of financial markets and financial instruments, their structure and conventions. They learn to		
	o design efficient investment and hedging strategies and methods for the capital management of a company. Seminars take place into		
	facilitates instruction and the solving of case studies using current market data and other online resources.	,	,
16S3MPM	Modern Approaches in Project Management	Z,ZK	5
	is an overview of the agile approaches and delves deeper into the most common ones, such as Scrum, Kanban, DSDM. Upon comple		
•	to use basic tools of multiple approaches, be productive members of agile project teams. The course is aligned to international stand		

4000DM	Chandrada of Draiget Management	7 71/	
16S3PM	Standards of Project Management	Z,ZK	6
rne subject acqu	is into students with good experience in the field of project management in the form of methodologies and standards. After completing		ents will be
00000101	prepared to pass the international professional examinations (mainly PMI CAPM, when evidence of design practice, then PMI P		
G00C3101	Diploma Thesis Project	Z	0
G00C4101	Diploma Thesis	Z	9
G04E0201	English for Intercultural Communication	Z,ZK	6
	ocus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences infl	-	
xamine the role of	f language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commur	nication . Intercul	tural theori
and their influence	e on behaviour and language expression. International English as lingua franca. The most common mistakes as a cause of misunders	standing . Langu	age praction
	and activities . Case studies on individual topics Language level: CEFR B2		
G04E0202	Meetings and Negotiations in English	Z,ZK	6
nglish for Meeting	gs and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stude	ents at the upper	intermedia
evel. The course fo	ocuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Althou	ugh the course is	not prima
focused on confr	ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	coping with conf	rontationa
ituations. The cou	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fra	-	aterials wo
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English	sh.	_
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of th	ils course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business an	d Economics of	Dublin City
University(Ireland	l), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Worki	ing in culturally n	nixed virtua
teams and using	English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the f	orm of a report a	and a video
resentation. They	will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical inputs of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical inputs of cross-cultural frameworks in business context - a product, service, company or business process.	out on working in	GVTs form
ne basis of class se	essions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of G	SVT theory to writ	te individua
	a paper.		
G04E4201	Concept Note	Z	3
The aim of the c	course is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compo	se formally and	stylistically
	in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing. N		
elies on formal lan	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical ca	se-study situation	ns, teamwo
	and giving feedback.		
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0102	Small and Medium Business	Z,ZK	6
G16C0103	Strategic Management - Simulations	ZK	3
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G16C0104	Solving Real World Problems	ZK	3
	urse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econor		-
The aim of the cou	urse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economics client's assignment, students solve the problem with the support of teachers who become their mentors.	mic practice. Acc	ording to th
The aim of the cou	urse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economics client's assignment, students solve the problem with the support of teachers who become their mentors. Technology Transfer	z,ZK	ording to th
The aim of the cou G16C0602 The Course will gui	urse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic client's assignment, students solve the problem with the support of teachers who become their mentors. Technology Transfer ide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centre	z,ZK s. All significant	ording to the
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G63C1301	Corporate Financial Management	Z,ZK	6
	es a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have	•	
•	, tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial empha		
	nce of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of f		_
ianolai periorinai	financing, methods of financial planning and forecasting, and valuation techniques.	manoing the comp	arry, project
G63E3301	Economic and Financial Modelling	KZ	3
The cour	se is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, an	d Portfolio allocation	on
G63E4301	Advanced Topics in Financial Management	Z	3
•	will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions perf		
	with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The countries of the countries o		-
	ortfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective dea		_
•	signing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle.		
-	vitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative str	•	-
	Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribut		
obability of defau	It. With the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based		distribution
00500101	based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric		
G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0102	Public Administration Management and Decision-Making	ZK	3
G65C0301	Corporate Law	ZK	3
ne subject Corpo	prate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found ma	ainly in the Civil Co	ode and the
	Business Corporations Act. The subject is taught in form of lectures and ends with an exam.		
G65E1301	Smart Cities and Regions	Z,ZK	6
Smar	t Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning	g and indicators.	
G65E2301	Regional Development and Planning	Z,ZK	6
e goal is to unde	rstand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech R		
9	istand the reason, mission and specifics of regional and municipal development in the context of European onion as well as ozecin N	epublic, and of pla	inning as a
	ent. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the		
ool of developme		e Middle-Europea	n planning
ool of developme	ent. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the	e Middle-Europea erceive developme	n planning
ool of developme	ent. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to th ng system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should p	e Middle-Europea erceive developme	n planning
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Selected Chapters of Innovation Management B-2

Foreign Experience

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