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 prezenční 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 prezenční 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 acquinted with the management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management (work and motivation, company structure, managing across cultures, recruitment).	nost up-to-date pro	fessional jargon					
dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with voc	cabulary extension.						
16MI2 Microeconomics	Z,ZK	4					
The course introduces the analysis of the financial markets at the intermediate level.							
16NOV Employee Organization and Management	Z,ZK	5					
The aim of the subject is to connect the students' knowledge of management and project management with new information on employee organizati	on and manageme	nt. 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							
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							
potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion							
potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion succession planning, motivation, influencing company culture and crisis situation solving.	. Last third of the s	ubject covers 5					
potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion succession planning, motivation, influencing company culture and crisis situation solving. 16RP Project Management	. Last third of the s	5 nning, resource					
potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion succession planning, motivation, influencing company culture and crisis situation solving. 16RP Project Management 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	. Last third of the s	5 nning, resource					
potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion succession planning, motivation, influencing company culture and crisis situation solving. 16RP Project Management 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 management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decrease.	. Last third of the s	5 nning, resource					

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

Elements of Law

16NZP

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

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

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.

3

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

Credits in the group: 25 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
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

Characteristics of	Characteristics of the courses of this group of Study Plan: Code=2.S.PRI-P OD 15/16 Name=2.s.PRI- od 15/16- prezenčnáí forma						
04JA2	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 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	fessional 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					
16CRP	Enterprise and Project Management Control	Z,ZK	5				
The course is focusing	on introducing the controlling (management control) as an integrated approach to enterprise management and project mana	gement. The cours	se focuses on				
presentation of the key	linkages among single functional areas, key processes and activities and other entities in the enterprise management systen	n and in project m	anagement, as				
its important part. The n	nethods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly perfor	med and integrate	d, are explained				
and trained. The solved	cases and models are used to demonstrate major principles, rules and procedures. The performance management and its ke	y measures are st	trongly stressed.				
16MA2	Macroeconomics	Z,ZK	4				
The course introduces	he issues of macroeconomic theory at the intermediate level.						
16PVM	Projects in Production and Operations Management	Z,ZK	5				
The course acquaints s	tudents with project management as a part of the production and operational management of modern enterprise, operating t	ınder LEAN Six S	igma.				
16NSR	Strategic Management	Z,ZK	5				
The aim of the course is	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.							
16NSM	Strategic Marketing	Z	4				

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

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

G63C1101	Economic statistics	Z,ZK	6		
In the subject of Econo	mic 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 pl	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 d	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 prezenční 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	Ĺ	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 prezenční forma

G00C4101	Diploma Thesis	Z	9

Name of the block: Povinné předměty zaměření

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 prezenční 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 prezenční 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 devel	op 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 inc	dicators.				
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 prezenční 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 prezenční 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 des	ign efficient investment and hedging strategies and methods for the capital management of a company. Seminars take place	interactively in the	e PC lab, which

facilitates instruction and 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 prezenční 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 prezenční forma

G63E4301	Advanced Topics in Financial Management	Z	3
During the course will be	e 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 th	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 d	eal with a diversit	ty of strategies
developed for assigning	a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principal portion of the combining assets of different degree of risk, underpining the position with the diversification principal principal portion of the combining assets of different degree of risk, underpining the position with the diversification principal p	ole. The overview	starts with the
pioneering Markowitz o	ontribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative	structure of capit	tal. The analysis
includes also the Sharp	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. Wi	th the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses ba	ased on the proba	bility 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 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, class	ss discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of	the course are to e	explain a modern
development of the EU	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	t 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	Z	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 prezenční 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 prezenční forma

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 in	dicators.	

=	Regional Development and Planning	Z.ZK	6
=		_,	
tool of development S	nd the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech	-	-
•	tudents should know the core European concepts of regional and municipal development. A particular attention will be paid to		
· · · · · · ·	ystem, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should be taken and professions, and understand the need of economics, participation, and demography in practice.	a perceive aeveio	pment from the
	nt stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.	71/	2
G65E4101	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 of	ZK	3 vrocess It is
	ss discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the		
	J, analyse key points in particular areas of integration and practise argumentation skills.	ne course are to ex	Apiairi a model
G16E3301	Six Sigma	ZK	3
	ן t practical application of how the individual components (methods and techniques - mainly applied statistical methods and techn	1	_
	of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).	quoo, uoou	o approach a
G16E0201	Agile BootCamp	KZ	3
	e teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three meth	1	_
the same cross-function	onal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	r the design and i	mplementatio
of Design Sprints, incl	uding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the seme	ester.	
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technica	l) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in or	rder to be informe	d about a state
of the innovations, tec	hnology trends and possible future developments, and to have a better initial position for strategic planning and decision-makin	ıg.	
G04E0201	English for Intercultural Communication	Z,ZK	6
The seminar will focus	on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences	influencing comm	unication, and
examine the role of lar	guage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in com	nmunication . Inter	cultural theorie
	behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misuno	derstanding . Lang	guage practice
	tudies on individual topics Language level: CEFR B2		
G63C0303	Financial Accounting	ZK	3
G04E0203	Global Virtual Teams	Z,ZK	6
	irse is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a		=
	asaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Wo	-	
	sh as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	=	
· · · · · · · · · · · · · · · · · · ·	apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretica		
ne basis of class sess a paper.	ions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects	of GVT theory to v	write individua
a papei.	Tashmalamu Assassment	71/	3
07700001			
	Technology Assessment	ZK	
G65C0301	Corporate Law	ZK	3
G65C0301 The subject Corporate	Corporate Law law is focused on familiarize the students with business corporations and business groups. The legal framework can be found	ZK	3
G65C0301 The subject Corporate Business Corporations	Corporate Law law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam.	ZK mainly in the Civi	3 I Code and the
G65C0301 The subject Corporate Business Corporations G16C0102	Corporate Law law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Small and Medium Business	ZK mainly in the Civi	3 I Code and the
Business Corporations G16C0102 G04E0202	Corporate Law law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Small and Medium Business Meetings and Negotiations in English	ZK mainly in the Civi Z,ZK Z,ZK	3 I Code and the 6 6
G65C0301 The subject Corporate Business Corporations G16C0102 G04E0202 English for Meetings a	Corporate Law law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Small and Medium Business Meetings and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for s	ZK mainly in the Civi Z,ZK Z,ZK students at the upp	3 I Code and the 6 6 oer intermediat
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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 technolog	gical development	, social and
employment, structu	al policies. The module emphasizes the relationships that exist between European Union policy interventions and their final imp	act in different co	untries, and
competitiveness and	cohesion.		

ZK

Selected Chapters of Innovation Management B-2

Foreign Experience

G88E0204

G88E0205

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 writing	ng are to be develo	ped in the
area of manageme	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most	up-to-date professi	onal jargon
dealing wit	h 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
The course aims	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writin	ng are to be develo	ped in the
area of manageme	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most	up-to-date professi	onal jargor
dealing wit	h project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	vocabulary extens	ion.
16CRP	Enterprise and Project Management Control	Z,ZK	5
The course is foc	using on introducing the controlling (management control) as an integrated approach to enterprise management and project manage	ment. The course f	ocuses on
-	e key linkages among single functional areas, key processes and activities and other entities in the enterprise management system a		_
	The methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed	-	-
and trained. The so	olved 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.	'	
16NOV	Employee Organization and Management	Z,ZK	5
The aim of the sub	ect is to connect the students' knowledge of management and project management with new information on employee organization a	nd management. T	he outcome
	qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and mak		
potential. Also tim	ne 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.		
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16S3PM	Standards of Project Management	Z,ZK	6
	aints students with good experience in the field of project management in the form of methodologies and standards. After completing	the course, stud	ents will be
	prepared to pass the international professional examinations (mainly PMI CAPM, when evidence of design practice, then PMI PMI CAPM, when evidence of design practice, then PMI PMI PMI CAPM, when evidence of design practice, then PMI PMI PMI CAPM, when evidence of design practice, then PMI	PMP).	
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	_	
	Inguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commu on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunder		
and their influence	and activities . Case studies on individual topics Language level: CEFR B2	Stariding . Langu	age practic
G04E0202	Meetings and Negotiations in English	Z.ZK	6
	s and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud	,	_
vel. The course fo	cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho	ugh the course is	not prima
	ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and		
ituations. The cour	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fra	-	naterials wo
G04E0203	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engli Global Virtual Teams	Z,ZK	6
	Global Virtual Teams is course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business ar	,	1
), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Work		-
	English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	-	
=	will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical in		
e 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 C	GVT theory to wri	te individua
C04E4004	a paper.	Z	
G04E4201	Concept Note Conse is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compo	-	3 etylietically
	in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing. I	=	-
	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical ca		
	and giving feedback.	-	
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0102	Small and Medium Business	Z,ZK	6
G16C0103	Strategic Management - Simulations	ZK	3
G16C0104	Solving Real World Problems	ZK	3
O	Colving Hoar World Hobiomo	211	-
	irse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economics		1
The aim of the cou	rise 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	rise is to apply knowledge from the field of economics and management acquired during the study to solve real problems from 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	mic practice. Acc	ording to the
The aim of the cou G16C0602 The Course will gui	rise 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 centres.	Z,ZK es. All significant	ording to the
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G63C1301	Corporate Financial Management	Z,ZK	6
ne course provide	s 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 emphasis		
-	ice of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of fi	•	_
	financing, methods of financial planning and forecasting, and valuation techniques.		,, p,
G63E3301	Economic and Financial Modelling	KZ	3
	se is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and		
G63E4301	Advanced Topics in Financial Management	Z	3
	vill be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performance of firms.	_	
-	ith the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The cou		
esearch of the po	rtfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal	I with a diversity of	strategies
leveloped for ass	igning a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle.	The overview star	ts with the
oneering Markov	itz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stri	ucture of capital. T	he analysis
cludes also the S	harpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributi	ions, confidence in	ntervals and
obability of defau	t. With the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based	on the probability	distribution
	based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric	methods.	
G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0102	Public Administration Management and Decision-Making	ZK	3
G65C0301	Corporate Law	ZK	3
ne subject Corpo	rate 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	de 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
	Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning	g and indicators.	l
G65E2301	Regional Development and Planning	Z,ZK	6
	rstand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech R		nning as a
	nt. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the		
	g system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should p	=	
•	perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in p		
	perspectives of different stakeholders and professions, and understand the fleed of cooperation, participation and democracy in p	ractice.	
G65F3101			3
G65E3101	City Competitiveness	ZK	3
In the contempo	City Competitiveness ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often por	ZK ssible at the exper	nse of the
In the contempo	City Competitiveness ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often power. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the	ZK ssible at the exper	nse of the
In the contempo clination of anotl	City Competitiveness ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often power. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the practice will be used as part of the course teaching.	ZK ssible at the exper m. Relevant case s	nse of the studies fror
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Selected Chapters of Innovation Management B-2

Foreign Experience

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