

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) <i>Tutors, authors and guarantors (gar.)</i>	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 (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
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 organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.			
16RP	Project Management	Z,ZK	5
The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.			
16NUC	Accounting and Accounting Standards	Z,ZK	5
The objective of the subject is to become acquainted with the significance of accounting for enterprise management, with the content and formal structure and realization of the stages and changes of the economic results during the accounting period; further with accounting as a system needful for tax declaration and not least as a resource to financial analysis.			
16NZP	Elements of Law	Z	3

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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2	0P+2C		z
16CRP	Enterprise and Project Management Control	Z,ZK	5	2P+2C	L	z
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 the courses of this group of Study Plan: Code=2.S.PRI-P OD 15/16 Name=2.s.PRI- od 15/16- prezen nái 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 acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
16CRP	Enterprise and Project Management Control	Z,ZK	5
The course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses on presentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management, as its important part. The methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed and integrated, are explained and trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stressed.			
16MA2	Macroeconomics	Z,ZK	4
The course introduces the issues of macroeconomic theory at the intermediate level.			
16PVM	Projects in Production and Operations Management	Z,ZK	5
The course acquaints students with project management as a part of the production and operational management of modern enterprise, operating under LEAN Six Sigma.			
16NSR	Strategic Management	Z,ZK	5
The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.			
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 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) <i>Tutors, authors and guarantors (gar.)</i>	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 Economic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing, presentation, and 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 decision-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:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
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

G00C4101	Diploma Thesis	Z	9
----------	----------------	---	---

Name of the block: Povinné p edm ty zam ení

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) <i>Tutors, authors and guarantors (gar.)</i>	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) <i>Tutors, authors and guarantors (gar.)</i>	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 students with a hands-on knowledge of financial markets and financial instruments, their structure and conventions. They learn to use market instruments and market analyses to design 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 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	Z,ZK	6
The 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) <i>Tutors, authors and guarantors (gar.)</i>	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 financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpinning the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducting background the course enters in the definition of VaR applications, in order to quantify the amounts of losses 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.			
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	KZ	3
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 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 EU, 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 at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques) used in this 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 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) <i>Tutors, authors and guarantors (gar.)</i>	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 Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators.			

G65E2301	Regional Development and Planning	Z,ZK	6
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.			
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 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 EU, analyse key points in particular areas of integration and practise argumentation skills.			
G16E3301	Six Sigma	ZK	3
The course is aimed at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques) used in this approach and a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).			
G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.			
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in order to be informed about a state of the innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and decision-making.			
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 communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
G63C0303	Financial Accounting	ZK	3
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Paderborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual 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 form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions 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 write individually a paper.			
G77C0001	Technology Assessment	ZK	3
G65C0301	Corporate Law	ZK	3
The subject Corporate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found mainly in the Civil Code and the Business Corporations Act. The subject is taught in form of lectures and ends with an exam.			
G16C0102	Small and Medium Business	Z,ZK	6
G04E0202	Meetings and Negotiations in English	Z,ZK	6
English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.			
G63C0201	Macroeconomic Analysis	ZK	3
The course is focused on the application of intermediate econometric models.			
G63C0301	Valuation of Firm and Projects	Z,ZK	6
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.			
G63C0302	Corporate Crisis	Z,ZK	3
The aim of the course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a natural phenomenon in the economy. It is important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable corporate development Knowledge should be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications respecting current economic reality and legal regulation.			
G16C0104	Solving Real World Problems	ZK	3
The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.			
G65C0102	Public Administration Management and Decision-Making	ZK	3
G88C0101	Management Competencies Seminar	KZ	6
The course is intended for all CTU students in their final year of master's study programmes, they are specialists in their field already and individual management competencies development is critical for their employability and successful business careers start. The course is divided to four core modules; students will work in teams on business based projects and will have the opportunity to consult the results with the partner companies. The course is aimed at practical application of knowledge, development of personal management competencies and individual self-presentation improvement.			
G16C0103	Strategic Management - Simulations	ZK	3
G16C0602	Technology Transfer	Z,ZK	6
The Course will guide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centres. All significant aspects must be considered including Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licensing the technology. Finally, this strategic analysis will be used for valuation of the technology.			

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 impact of the main European Union policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technological development, social and employment, structural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impact in different countries, 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
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
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 acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
16CRP	Enterprise and Project Management Control	Z,ZK	5
The course is focusing on introducing the controlling (management control) as an integrated approach to enterprise management and project management. The course focuses on presentation of the key linkages among single functional areas, key processes and activities and other entities in the enterprise management system and in project management, as its important part. The methods and other managerial tools are discussed. The recommendations, how to apply them to keep the system highly performed and integrated, are explained and trained. The solved cases and models are used to demonstrate major principles, rules and procedures. The performance management and its key measures are strongly stressed.			
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 subject is to connect the students' knowledge of management and project management with new information on employee organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.			
16NSM	Strategic Marketing	Z	4
16NSR	Strategic Management	Z,ZK	5
The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.			
16NUC	Accounting and Accounting Standards	Z,ZK	5
The objective of the subject is to become acquainted with the significance of accounting for enterprise management, with the content and formal structure and realization of the stages and changes of the economic results during the accounting period; further with accounting as a system needful for tax declaration and not least as a resource to financial analysis.			
16NZP	Elements of Law	Z	3
16PVM	Projects in Production and Operations Management	Z,ZK	5
The course acquaints students with project management as a part of the production and operational management of modern enterprise, operating under LEAN Six Sigma.			
16RP	Project Management	Z,ZK	5
The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.			
16S1BPM	Business Process Management and Production Systems	Z,ZK	6
16S1LM	Lean Manufacturing	Z,ZK	5
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.			
16S2FM	Financial Markets and Risk Management	Z,ZK	5
The course provides students with a hands-on knowledge of financial markets and financial instruments, their structure and conventions. They learn to use market instruments and market analyses to design 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 and the solving of case studies using current market data and other online resources.			
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.			

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).			
G00C3101	Diploma Thesis Project	Z	0
G00C4101	Diploma Thesis	Z	9
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 communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
G04E0202	Meetings and Negotiations in English	Z,ZK	6
English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.			
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual 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 form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions 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 write individually a paper.			
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.			
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
The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.			
G16C0602	Technology Transfer	Z,ZK	6
The Course will guide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centres. All significant aspects must be considered including Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licensing the technology. Finally, this strategic analysis will be used for valuation of the technology.			
G16C2101	Managerial Decision Making	Z,ZK	6
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.			
G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.			
G16E0501	Social Competences in Project and Process Management	Z	3
G16E3301	Six Sigma	ZK	3
The course is aimed at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques) used in this approach and a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).			
G63C0201	Macroeconomic Analysis	ZK	3
The course is focused on the application of intermediate econometric models.			
G63C0301	Valuation of Firm and Projects	Z,ZK	6
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
G63C0302	Corporate Crisis	Z,ZK	3
The aim of the course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a natural phenomenon in the economy. It is important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable corporate development Knowledge should be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications respecting current economic reality and legal regulation.			
G63C0303	Financial Accounting	ZK	3
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in order to be informed about a state of the innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and decision-making.			
G63C1101	Economic statistics	Z,ZK	6
In the subject of Economic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing, presentation, and 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 decision-making activities not only of economists and of managers.			

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.			
G63E3301	Economic and Financial Modelling	KZ	3
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			
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 financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpinning the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducting background the course enters in the definition of VaR applications, in order to quantify the amounts of losses 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
The subject Corporate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found mainly in the Civil Code 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
Smart Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators.			
G65E2301	Regional Development and Planning	Z,ZK	6
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.			
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.			
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 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 EU, analyse key points in particular areas of integration and practise argumentation skills.			
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.			
G77C0001	Technology Assessment	ZK	3
G88C0101	Management Competencies Seminar	KZ	6
The course is intended for all CTU students in their final year of master's study programmes, they are specialists in their field already and individual management competencies development is critical for their employability and successful business careers start. The course is divided to four core modules; students will work in teams on business based projects and will have the opportunity to consult the results with the partner companies. The course is aimed at practical application of knowledge, development of personal management competencies and individual self-presentation improvement.			
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 impact of the main European Union policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technological development, social and employment, structural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impact in different countries, and competitiveness and cohesion.			
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

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

Generated: day 2025-05-25, time 00:46.