Study plan

Name of study plan: N-RRP-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: 72 The role of the block: Z

Code of the group: 1.S.RRP-P OD 15/16 Name of the group: 1.s.RRP od 15/16 prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete 8 courses Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA1	English Language 1	Z	2	0P+2C		Z
16MI2	Microeconomics	Z,ZK	4	0P+2C	Z	Z
16NOV	Employee Organization and Management	Z,ZK	5	2P+2C	Z,L	Z
16RME2	Regional and Local Economy	Z,ZK	4	2P+2C	Z	Z
16RP	Project Management	Z,ZK	5	2P+2C	Z	Z
16SRG2	Socio-economic Geography	Z,ZK	4	2P+2C	Z	Z
16VSR	Public Administration and Regional Development	ZK	3	2P+0C	Z	Z
16NZP	Elements of Law	Z	3	2P+1C	Z	Z

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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 most up-to-date professional jargon							
dealing with project ma	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 t	he analysis of the financial markets at the intermediate level.						
16NOV	Employee Organization and Management	Z,ZK	5				
The aim of the subject is	s to connect the students' knowledge of management and project management with new information on employee organization	on and manageme	ent. The outcome				
will be a graduate qualif	ied for employee management in practice. Topics covered are personnel planning, selection methods, team construction and	making good use	of team member				
potential. Also time mar	nagement and delegation, situational management, performance evaluation and training of leading an evaluation discussion.	Last third of the s	ubject covers				
succession planning, motivation, influencing company culture and crisis situation solving.							
succession planning, m	otivation, influencing company culture and crisis situation solving.						
16RME2	Regional and Local Economy	Z,ZK	4				
16RME2		1 '	-				
16RME2 Regional and municipal	Regional and Local Economy	omic theory and re	gional economy.				
16RME2 Regional and municipal The main part of the su	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common economic	mic theory and re ment sector of re	gional economy. gions and towns				
16RME2 Regional and municipal The main part of the su and the possibilities of i	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern	omic theory and re nment sector of re ncepts and pieces	gional economy. gions and towns of knowledge				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern fluencing by the authorities that have responsibility for development of regions and towns. The subject contains also key con	omic theory and re nment sector of re ncepts and pieces omes and expens	gional economy. gions and towns of knowledge es of territorial				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern fluencing by the authorities that have responsibility for development of regions and towns. The subject contains also key co al finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of inc	omic theory and re nment sector of re ncepts and pieces omes and expens	gional economy. gions and towns of knowledge es of territorial				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori budget with an emphas	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern fluencing by the authorities that have responsibility for development of regions and towns. The subject contains also key co al finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of inc	omic theory and re nment sector of re ncepts and pieces omes and expens	gional economy. gions and towns of knowledge es of territorial				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori budget with an emphas theories. 16RP	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern fluencing by the authorities that have responsibility for development of regions and towns. The subject contains also key con al finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of inc is on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the s	mic theory and re ment sector of re ncepts and pieces omes and expens ubject, especially Z,ZK	gional economy. gions and towns of knowledge es of territorial the localization				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori budget with an emphas theories. 16RP The subject defines a p	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo- bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern offluencing by the authorities that have responsibility for development of regions and towns. The subject contains also key con al finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of inc is on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the s Project Management	mic theory and re- ment sector of re- ncepts and pieces omes and expens ubject, especially Z,ZK r subjects are pla	gional economy. gions and towns of knowledge es of territorial the localization 5 nning, resource				
16RME2 Regional and municipal The main part of the su and the possibilities of i from the field of territori budget with an emphas theories. 16RP The subject defines a p management, using sof	Regional and Local Economy economy deals with social ? economic development of regions and towns. It is based on spatial application of common econo- bject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the govern filuencing by the authorities that have responsibility for development of regions and towns. The subject contains also key co- al finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of inc is on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the s Project Management roject and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other	mic theory and re- ment sector of re- ncepts and pieces omes and expens ubject, especially Z,ZK r subjects are pla	gional economy. gions and towns of knowledge es of territorial the localization 5 nning, resource				

16SRG2	Socio-economic Geography	Z,ZK	4				
The subject helps to understand the development, current situation and the main trends in economic distribution and other social ? economic activities of man on different regional							
levels. Students should	levels. Students should get basics of geographical thinking, they should understand problems in territorial context and the rules of development.						
16VSR	Public Administration and Regional Development	ZK	3				
16NZP	Elements of Law	Z	3				

Code of the group: 3.S.RRP-P OD 16/17 Name of the group: 3.s. RRP od 16/17 - prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete 7 courses Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G04L9903	English Language 3	Z,ZK	2	0P+2C		Z
G63C9908	Economic Statistics	Z,ZK	6	2P+2C		Z
G65C9907	Function, Organization, and Legislation of Public Administration	Z,ZK	4	2P+1C		Z
G65C9917	Programming in the CR and in the EU	Z,ZK	6	2P+2C		Z
G00C3101	Diploma Thesis Project	Z	0	1P+0C		Z
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z
G65C9906	Smart Cities and Regions	Z,ZK	6	2P+2C		Z

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

G04L9903 English Language 3 Z,ZK 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 most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. In addition to this, the aim of the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application of the given phenomena. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback. G63C9908 **Economic Statistics** Z,ZK 6 G65C9907 Function, Organization, and Legislation of Public Administration Z,ZK 4 G65C9917 Programming in the CR and in the EU Z,ZK 6 G00C3101 **Diploma Thesis Project** Ζ 0 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. G65C9906 Smart Cities and Regions Z,ZK 6

Code of the group: 4.S.RRP-P OD 16/17 Name of the group: 4.S.RRP od 16/17 prezen ní forma Requirement credits in the group: In this group you have to gain 12 credits Requirement courses in the group: In this group you have to complete 2 courses Credits in the group: 12 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
G00C4101	Diploma Thesis	Z	9	0P+6C	L	Z
G65C9909	Sustainable Development: Economics and Policy	ZK	3	2P+0C	L	Z

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

G00C4101	Diploma Thesis	Z	9
G65C9909	Sustainable Development: Economics and Policy	ZK	3

Name of the block: Povinné p edm ty zam ení Minimal number of credits of the block: 30

Code of the group: 2.S.RRP-P OD 15/16 Name of the group: 2.s.RRP-od 15/16-prezen ní forma Requirement credits in the group: In this group you have to gain 30 credits Requirement courses in the group: In this group you have to complete 8 courses Credits in the group: 30 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2	0P+2C		PZ
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4	2P+1C	L	PZ
16KM	Competitiveness of Cities	ZK	3	2P+0C	L	PZ
16MA2	Macroeconomics	Z,ZK	4	0P+2C	L	PZ
16RD2	Regional Demography	ZK	3	2P+0C	L	PZ
16NPR	Regional Policy	Z,ZK	5	2P+2C	L	PZ
16NSR	Strategic Management	Z,ZK	5	2P+2C	L	PZ
16NSM	Strategic Marketing	Z	4	2P+2C	L	PZ

Characteristics of the courses of this group of Study Plan: Code=2.S.RRP-P OD 15/16 Name=2.s.RRP-od 15/16-prezen ní 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 most up-to-date professional jargon						
dealing with project mar	dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.					
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4			
The course deals with th	eoretical specification of the policy of economic, social and territorial cohesion in European union and its development and imp	ortance. It focuse	s on the regional			
and structural policy wit	hin particular programming periods of EU.					
16KM	Competitiveness of Cities	ZK	3			
16MA2	Macroeconomics	Z,ZK	4			
The course introduces t	he issues of macroeconomic theory at the intermediate level.					
16RD2	Regional Demography	ZK	3			
16NPR	Regional Policy	Z,ZK	5			
The provision of integra	theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis	of the conception	role of state,			
regional and local author	rities related to effective and balanced development of all regions.					
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 g	eneral 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			

Name of the block: Compulsory elective courses Minimal number of credits of the block: 18 The role of the block: PV

Code of the group: PVP-N-RRP OD 16/17 Name of the group: PVP-N-RRP od 16/17 prezen ní forma Requirement credits in the group: In this group you have to gain 18 credits Requirement courses in the group: In this group you have to complete at least 3 courses (at most 6) Credits in the group: 18 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
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
G63C0303	Financial Accounting	ZK	3	2P+0C	L	PV

G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G65C0301	Corporate Law	ZK	3	2P+0C	,_ 	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		ZK	3	0P+2C	L	PV
	Macroeconomic Analysis	Z,ZK	6	2P+2C		
G63C0301	Valuation of Firm and Projects		-	2P+2C 2P+0C		PV
G66C0101	Reflections of Technical Innovations in Culture	ZK	3		L	PV
G63C0302	Corporate Crisis	Z,ZK	3	2P+0C	L	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
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PV
G16C0103	Strategic Management - Simulations	ZK	3	0P+2C	L	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 G16C0101	of the courses of this group of Study Plan: Code=PVP-N-RRP OD 16 Balanced Scorecard	5/17 Name=P	VP-N-R			
G18C0101 G63C0401	Competitive Intelligence				,ZK ZK	<u>6</u> 3
	al) Intelligence is a process of collecting, analyzing and disseminating data, information and k	nowledge about	technologi	1 -		
	chnology trends and possible future developments, and to have a better initial position for stra	itegic planning an	d decision			
G04E0201	English for Intercultural Communication s on the importance of accuracy and comprehension in communication in a foreign language,	and highlight ou	ltural diffor		,ZK	6
	nguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cu				-	
and their influence on	behaviour and language expression . International English as lingua franca . The most comm		•			
	studies on individual topics Language level: CEFR B2					
G63C0303	Financial Accounting				ZK	3
G77C0001 G65C0301	Technology Assessment Corporate Law				ZK ZK	3
	e law is focused on familiarize the students with business corporations and business groups.	The legal framew	ork can be	1		
	s Act. The subject is taught in form of lectures and ends with an exam.					
G16C0102	Small and Medium Business				,ZK	6
G04E0202	Meetings and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional lang	nuare The cours	e is intend	1	,ZK	6 r intermedia
	ses on a collaborative model of the English language intended for a range of business or busin					
focused on confrontat	tional negotiation and communication strategies, part of the explanation is devoted to strategi		-		g with confro	ontational
	e is based on the modern, increasingly widespread model of "International English", ie interna					
		-	derstood a	s lingua franca	a. Listening r	naterials wo
with recordings of nat	ive speakers of all English styles and focus on collocations and idiomatics of American and B	-	derstood a			
with recordings of nat G63C0201		-	derstood a		a. Listening r ZK	naterials wo
with recordings of nat G63C0201 The course is focused G63C0301	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects	British English.		Z	ZK	3
with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects is to acquaint students with the measurement and management of enterprise value so that the	British English.	ake qualifi	Z Zed estimate of	ZK , ZK , the value of	3 6 the compar
with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course depending on the stag	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects	British English.	ake qualifi	Z Zed estimate of	ZK ,ZK the value of	3 6 the compar
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with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course depending on the stag gain skills in the applie G66C0101 The subject is intended	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects e is to acquaint students with the measurement and management of enterprise value so that the ge of its life cycle, expected development and current financial condition. Students will learn at cation of basic methods. Practical skills will be acquired through case studies. Reflections of Technical Innovations in Culture ad for students of the Master's study program Project Management of Innovations. The teaching	British English. hey are able to m bout options of ap ng is aimed at ga	ake qualifi oproaching ining a wic	Z ed estimate of the valuating	ZK , ,ZK the value of and ensuing ZK owledge fror	3 6 the compar methods ar 3
with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course depending on the stag gain skills in the appli G66C0101 The subject is intende innovation processes,	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects e is to acquaint students with the measurement and management of enterprise value so that the ge of its life cycle, expected development and current financial condition. Students will learn at cation of basic methods. Practical skills will be acquired through case studies. Reflections of Technical Innovations in Culture ad for students of the Master's study program Project Management of Innovations. The teaching for the understanding and internalization of which a deep understanding of the connections I	British English. hey are able to m bout options of ap ng is aimed at ga	ake qualifi oproaching ining a wic	Z ed estimate of the valuating de range of kno e is an absolu	ZK , ,ZK the value of and ensuing ZK owledge fror tely key.	3 the compar methods ar 3 n the field of
with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course depending on the stag gain skills in the appli G66C0101 The subject is intende innovation processes, G63C0302	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects e is to acquaint students with the measurement and management of enterprise value so that the ge of its life cycle, expected development and current financial condition. Students will learn at cation of basic methods. Practical skills will be acquired through case studies. Reflections of Technical Innovations in Culture ad for students of the Master's study program Project Management of Innovations. The teaching	British English. hey are able to m bout options of ap ng is aimed at ga between science	ake qualifi oproaching ining a wic and cultur	Z ed estimate of the valuating de range of kno e is an absolu	ZK ,ZK the value of and ensuing ZK owledge fror tely key. ,ZK	3 the compar methods an 3 n the field of 3
with recordings of nat G63C0201 The course is focused G63C0301 The aim of the course depending on the stag gain skills in the applie G66C0101 The subject is intende innovation processes, G63C0302 The aim of the course economy. It is importa	ive speakers of all English styles and focus on collocations and idiomatics of American and B Macroeconomic Analysis d on the application of intermediate econometric models. Valuation of Firm and Projects e is to acquaint students with the measurement and management of enterprise value so that the ge of its life cycle, expected development and current financial condition. Students will learn at cation of basic methods. Practical skills will be acquired through case studies. Reflections of Technical Innovations in Culture ed for students of the Master's study program Project Management of Innovations. The teachin for the understanding and internalization of which a deep understanding of the connections I Corporate Crisis e is an introduction of negative impacts of internal and external factors on the corporate life cy ant for students to be prepared on such a possible development and to have the knowledge to	British English. hey are able to m bout options of ap ng is aimed at ga between science rcle. Crisis and co o eventually revers	ake qualifi oproaching ining a wic and cultur orporate de se the unfa	Z ed estimate of the valuating de range of kno e is an absolu Z afault are a nat	ZK ,ZK the value of and ensuing ZK owledge fror tely key. ,ZK uural phenon orate develo	3 the compar methods an 3 n the field o 3 nenon in the ppment
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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 policie	European Union policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technological development, social and							
employment, structural	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 co	competitiveness and cohesion.							
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3					
G88E0205	Foreign Experience	Z	6					

List of courses of this pass:

04JA1	Name of the course	Completion	Credits
04071	English Language 1	Z	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writin		
area of manageme	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most u	up-to-date profess	ional jargor
dealing wi	th project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	vocabulary extens	ion.
04JA2	English Language 2	Z	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writin	-	-
-	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most u		
dealing wi	th project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with	vocabulary extens	ion.
16KM	Competitiveness of Cities	ZK	3
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.		
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4
The course deals v	with theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and importa	ance. It focuses on	the regiona
	and structural policy within particular programming periods of EU.		
16NOV	Employee Organization and Management	Z,ZK	5
	ject is to connect the students' knowledge of management and project management with new information on employee organization ar	-	
-	qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and maki		
potential. Also tir	ne management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. La	st third of the subj	ect covers
	succession planning, motivation, influencing company culture and crisis situation solving.		
16NPR	Regional Policy	Z,ZK	5
The provision of	integral theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis of	the conception rol	e of state,
	regional and local authorities related to effective and balanced development of all regions.	_	
16NSM	Strategic Marketing	Z	4
16NSR	Strategic Management	Z,ZK	5
		,	-
	rse is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master gener	ral knowledge in m	anagemer
of economical su	ubjects and public administration institutions and understanding of basic models and instruments which are used in managerial practic	ral knowledge in m e. On the grounds	anagemen of gained
of economical su competences	ubjects and public administration institutions and understanding of basic models and instruments which are used in managerial practic the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the constru-	ral knowledge in m e. On the grounds ction of the strateg	anagemen of gained jic plan.
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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.

	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engl		
G04L9903	English Language 3	Z,ZK	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writi	-	-
-	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most		
	ct management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocab		
	f the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application		
ethodologically, tr	he course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammal case-study situations, teamwork and giving feedback.	r, systematic practi	ce or typica
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0102	Small and Medium Business	Z,ZK	6
G16C0103	Strategic Management - Simulations	ZK	3
G16E0501	Social Competences in Project and Process Management	Z	3
G63C0201	Macroeconomic Analysis	ZK	3
	The course is focused on the application of intermediate econometric models.	1	1
G63C0301	Valuation of Firm and Projects	Z,ZK	6
	rse is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estima		-
pending on the s	stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valua	ating and ensuing n	nethods ar
	gain skills in the application of basic methods. Practical skills will be acquired through case studies.		
G63C0302	Corporate Crisis	Z,ZK	3
	urse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	-	
	nportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoura d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications		•
thowledge should	reality and legal regulation.	respecting current	cononic
G63C0303	Financial Accounting	ZK	3
		ZK	3
G63C0401	Competitive Intelligence nical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in order		-
ompetitive (Techi		er to be mormed a	Dout a sta
of the		cision-making	
	he innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and de	-	6
G63C1301	Corporate Financial Management	Z,ZK	6
G63C1301 he course provide	Corporate Financial Management as a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have	Z,ZK the opportunity to	understar
G63C1301 he course provide e main concepts,	Corporate Financial Management as a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial empha	Z,ZK e the opportunity to asis is placed on ev	understar
G63C1301 ne course provide e main concepts,	Corporate Financial Management es a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial empha- nce of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of	Z,ZK e the opportunity to asis is placed on ev	understar aluating th
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