Study plan

Name of study plan: N-PRI-prez.forma od 16/17

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: 75

The role of the block: Z

Code of the group: 4.S. PRI-P OD 17/18

Name of the group: PRI povinné p edm ty 4. semestr od 17/18

Requirement credits in the group: In this group you have to gain 15 credits

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

Credits in the group: 15 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G00C4101	Diploma Thesis	Z	9	0P+6C	L	Z
G16C4501	Employee Organization and Management	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=4.S. PRI-P OD 17/18 Name=PRI povinné p edm ty 4. semestr od 17/18

G00C4101	Diploma Thesis	Z	9
G16C4501	Employee Organization and Management	Z,ZK	6
The subject deals with	nerconnel/HP strategies and practices. The background is the state-of-the-art in the field of human recourses management in	the world and the	Czech Republic

The subject deals with personnel/HR strategies and practices. The background is the state-of-the-art in the field of human resources management in the world and the Czech Republic. The objective is to learn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving individual tasks and team projects. A part of the personal development is to elaborate, present and defend a seminal work on a personnel/HR topic that requires to master an integrated approach to managing people in a business environment.

Code of the group: 1.S.PRI-P OD 16/17

Name of the group: 1.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 4 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
G16C1401	Innovation Marketing	Z,ZK	6	2P+2C		Z
G16C1201	Project Management	Z,ZK	6	2P+2C		Z
G16C1301	Projects in Production and Operations Management	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=1.S.PRI-P OD 16/17 Name=1.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

G16C1401Innovation MarketingZ,ZK6G16C1201Project ManagementZ,ZK6G16C1301Projects in Production and Operations ManagementZ,ZK6G63C1301Corporate Financial ManagementZ,ZK6

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: 2.S.PRI-P OD 16/17

Name of the group: 2.s.PRI od 16/17 prezen ní forma

for the analytical and decision-making activities not only of economists and of managers.

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 4 courses

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
G63C2301	Controlling	Z,ZK	6	2P+2C	L	Z
G16C2101	Managerial Decision Making	Z,ZK	6	2P+2C		Z
G63C2201	Microeconomic Theory Petr Makovský	ZK	3	2P+0C	*	Z
G63C2401	Project of Information System	Z,ZK	6	2P+2C	L	Z

Characteristics of the courses of this group of Study Plan: Code=2.S.PRI-P OD 16/17 Name=2.s.PRI od 16/17 prezen ní forma

Controlling methods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the context and against the background of the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activities. The tasks of controlling are systematically explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the controller in the individual phases of management from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools that can be used to manage individual components (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used to present the key principles of controlling in the company.

	1 /		
G16C2101	Managerial Decision Making	Z,ZK	6
G63C2201	Microeconomic Theory	ZK	3
The course introduces	the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms.		
G63C2401	Project of Information System	7.7K	6

Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, management information systems, web audit, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling using ER diagrams

Code of the group: 3.S.PRI-P OD 17/18

Name of the group: 3.s.PRI od 17/18 prezen ní forma

Requirement credits in the group: In this group you have to gain 15 credits

Requirement courses in the group: In this group you have to complete 4 courses

Credits in the group: 15

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G63C3201	Petr Makovský Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C	Z	Z
G00C3101	Diploma Thesis Project	Z	0	1P+0C		Z
G16C3102	Innovation Management and Innovation Project	Z,ZK	6	2P+2C		Z
G16C3101		Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=3.S.PRI-P OD 17/18 Name=3.s.PRI od 17/18 prezen ní forma

G63C3201		ZK	3
G00C3101	Diploma Thesis Project	Z	0

Innovation Management and Innovation Project

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.

G16C3101

Z,ZK

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 45

The role of the block: PV

Code of the group: PRI-SPEC OD 16/17

Name of the group: P edm ty specializace od 16/17 PRI navazující studium

Requirement credits in the group: In this group you have to gain at least 18 credits (at most 24)

Requirement courses in the group: In this group you have to complete 4 courses

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
G63E4301	Advanced Topics in Financial Management	Z	3	0P+2C	L	PV
G16E1301	Business Process Management and Production Systems	Z,ZK	6	2P+2C		PV
G65E3101	City Competitiveness	ZK	3	2P+0C	Z	PV
G04E4201	Concept Note	Z	3	0P+2C		PV
G63E1301	Corporate Financial Management	Z,ZK	6	2P+2C		PV
G63E3301	Economic and Financial Modelling	KZ	3	0P+2C		PV
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PV
G63E2301	Financial Markets and Risk Management	Z,ZK	6	2P+2C	L	PV
G16E2301	Lean Manufacturing	Z,ZK	6	2P+2C	L	PV
G16E2201	Modern Approaches in Project Management	Z,ZK	6	2P+2C	L	PV
G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PV
G16E3301	Six Sigma	ZK	3	0P+2C		PV
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PV
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PV
G16E1201	Standards of Project Management	Z,ZK	6	2P+2C		PV

Characteristics of the courses of this group of Study Plan: Code=PRI-SPEC OD 16/17 Name=P edm ty specializace od 16/17 PRI navazující studium

G63E4301 Advanced Topics in Financial Management Ζ

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, underpining 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 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.

G16F1301 **Business Process Management and Production Systems**

Z,ZK

3

The aim of the course is to provide students with theoretical and practical knowledge of modern specific forms of management - Business Process Management (BPM) and Business Process Reengineering and the relationships between them. At the beginning of study, are explained roots of Business Process Management, the individual developmental waves by world authors (King, Fingar, Smith and others.)

G65E3101 City Competitiveness

ZK

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

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.

G63E1301	Corporate Financial Management	Z,ZK	6
Analysis of financial tec	nniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corpo	rative Managemer	t Modelling the
parameters and alterna	tives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortizati	on tables. The cour	se is organized
2 lectures (mean 90 min	nutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápo et, ZK zkouška (preliminary test and exam). This is compos	ed by a theoretical	instruction and
a practical development	. Heavily supported by Excel functions and formulas.		
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 Port	folio allocation	
G65E4101	European Union and Regional Policy	ZK	3
The course discusses of	evelopments 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 p	rocess. It is
based on lectures, class	discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of	he course are to ex	plain a modern
development of the EU,	analyse key points in particular areas of integration and practise argumentation skills.		
G63E2301	Financial Markets and Risk Management	Z,ZK	6
The analysis of the mar	agement of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strateg	y based on diversif	cation. The
course spans broad sec	tions implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inceptior	of the Modern The	ory of Portfolio.
The original Mean - Var	ance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricir	ng options and the	Bob Merton's
contribution, all of them	represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills	in Excel are require	d. The analysis
of risk relies on Many o	the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural	terms related to th	e market value
of the firms assets as o	ompared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums.	The set of models p	oretends to
measure the credit risk	of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding thes	e models, while co	ncentrating on
their underlying econon	iics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and he	dging strategies an	d methods for
	nagement hurled to financial markets.		
G16E2301	Lean Manufacturing	Z,ZK	6
	s to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Stud		
	area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from indu		
·	production systems and Lean Manufacturing activity too. The course presents the case studies application of a number of di	•	
	duction and Manufacturing in different organizations, manufacturing or services. Value-added is taken into consideration thro		
G16E2201	Modern Approaches in Project Management	Z,ZK	6
G65E2301	Regional Development and Planning	Z,ZK	6
	the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czec	•	
•	idents should know the core European concepts of regional and municipal development. A particular attention will be paid to	•	
culture and planning sy	stem, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students shou	ld perceive develor	oment from the
perspectives of differen	stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.		
G16E3301	Six Sigma	ZK	3
The course is aimed at	Six Signia	-11	3
	oractical application of how the individual components (methods and techniques - mainly applied statistical methods and tech		- 1
a common application of			- 1
a common application of G65E1301	practical application of how the individual components (methods and techniques - mainly applied statistical methods and tech		- 1
G65E1301	oractical application of how the individual components (methods and techniques - mainly applied statistical methods and tech f these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).	niques) used in this	s approach and
G65E1301	oractical application of how the individual components (methods and techniques - mainly applied statistical methods - mainly applied stati	niques) used in this	s approach and
G65E1301 Smart Cities and Smart	oractical application of how the individual components (methods and techniques - mainly applied statistical methods and te	niques) used in this	s approach and

Code of the group: PVT-N-PRI OD 17/18

Name of the group: PV technické p edm ty PRI 3+4. semestr 17/18 navazující

Requirement credits in the group: In this group you have to gain at least 6 credits (at most 36)

Requirement courses in the group: In this group you have to complete at least 1 course (at most 11)

The subject acquaints students with good experience in the field of standards of project management After completing the course, students will be prepared to pass the international

Credits in the group: 6

professional examinations.

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
G63C0401	Competitive Intelligence	ZK	3	0P+2C	Z,L	PV
G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G77C0007	Communication Systems and Networks	ZK	3	2P+0C		PV
G77C0003	Transportation Engineering Projects	ZK	3	2P+0C	Z,L	PV
G77C2011	Industry 4.0	Z,ZK	3	1P+1C		PV
G77C0008	Robotics	Z,ZK	6	2P+2C		PV
G16C0601	Technology Forecasting	Z,ZK	3	1P+1C		PV
G77C0004	Smart Cities Technologies	ZK	3	2P+0C	Z,L	PV
G77C0002	Sustainable Development and the Construction Industry	ZK	3	2P+0C		PV
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6	2P+2C	Z,L	PV
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3	2P+0C	Z,L	PV
G77C0009	Information Security Management and Implementation	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=PVT-N-PRI OD 17/18 Name=PV technické p edm ty PRI 3+4. semestr 17/18 navazující

G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp cour	rse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three m	nethods that work we	II together with
•	tional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and technique:		•
of Design Sprints, in	cluding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the s	emester.	
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technic	cal) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies i	n order to be informe	ed about a stat
of the innovations, te	echnology trends and possible future developments, and to have a better initial position for strategic planning and decision-materials	aking.	
G77C0001	Technology Assessment	ZK	3
G77C0007	Communication Systems and Networks	ZK	3
elecommunications	s: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almo	st), on land, under	water, and in
pace. For example:	How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a	Twisted Pair? How a	landline work
low the telephone n	network becomes the Internet, Light and dark, Transmission of information by light, Why are networks "mobile"? 1G, 2G, 3G, 4	IG. 5G. etc. The more	e G. the better
•	network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4		
How here and how e	elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation	on know about me?	We will walk
How here and how e round akovice. Ho	elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why to	on know about me? Not for the Internet is not for	We will walk people but for
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Code of the group: PVP-N-PR 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

Selected Innovative Techniques and Technologies 1

Selected Innovative Techniques and Technologies 2

Information Security Management and Implementation

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

Credits in the group: 21

G77C0005

G77C0006

G77C0009

	Name of the course / Name of the group of courses					
Code	(in case of groups of courses the list of codes of their members)	Completion	Credits	Scope	Semester	Role
	Tutors, authors and guarantors (gar.)					
G16C0101	Balanced Scorecard	Z,ZK	6	2P+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
G04E0203	Global Virtual Teams	Z,ZK	6	0P+4C	Z,L	PV
G65C0101	Competitiveness of Cities	Z,ZK	6	2P+2C		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
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
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
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

G88E0205	Selected Chapters of Innovation Management B-2	ZK	3	2P+0C	PV
000000	Foreign Experience	Z	6	0P+4C	PV
	the courses of this group of Study Plan: Code=PVP-N-PR OD 16/17	Name=PV	P-N-PRI		
G16C0101	Balanced Scorecard			Z,ZK	
G04E0201 The seminar will focus	English for Intercultural Communication on the importance of accuracy and comprehension in communication in a foreign language, an	nd highlight cu	tural differe	Z,ZK	
	juage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultur				
_	ehaviour and language expression . International English as lingua franca . The most common	_	_		
and activities . Case stu	idies on individual topics Language level: CEFR B2				
G63C0303	Financial Accounting			ZK	3
G04E0203	Global Virtual Teams			Z,ZK	
	se is an intercultural exchange which students will conduct online in Global Virtual Teams (GV	•			-
* * * * * * * * * * * * * * * * * * * *	earyk University (Czech Republic), Padeborn University (Germany) and Tampere University of h as their lingua franca, students will complete tasks collaboratively and present joint results a		-		=
	apply analysis of cross-cultural frameworks in business context - a product, service, company of		•		•
•	ons and feeds into students' GVT projects. In the final part of the course, students draw on the exc	-			-
a paper.					
G65C0101	Competitiveness of Cities			Z,ZK	6
G65C0301	Corporate Law			ZK	3
	aw is focused on familiarize the students with business corporations and business groups. The	e legal framew	ork can be	found mainly in th	ne Civil Code and the
•	Act. The subject is taught in form of lectures and ends with an exam.			7.71	
G16C0102	Small and Medium Business			Z,ZK	
G04E0202	Meetings and Negotiations in English	-		Z,ZK	
-	d Negotiations is part of a series of courses for follow-up students focused on functional langua es on a collaborative model of the English language intended for a range of business or busines	-			
	nal negotiation and communication strategies, part of the explanation is devoted to strategies	-	-	-	
	s based on the modern, increasingly widespread model of "International English", ie internation		-		
with recordings of nativ	e speakers of all English styles and focus on collocations and idiomatics of American and Britis	sh English.			
G63C0301	Valuation of Firm and Projects			Z,ZK	
	s to acquaint students with the measurement and management of enterprise value so that they				
	of its life cycle, expected development and current financial condition. Students will learn about	ut options of ap	proaching	the valuating and	ensuing methods a
	tion of basic methods. Practical skills will be acquired through case studies.			ZK	3
G66C0101 The subject is intended	Reflections of Technical Innovations in Culture for students of the Master's study program Project Management of Innovations. The teaching is	is aimed at da	ining a wide		
•	or the understanding and internalization of which a deep understanding of the connections bet	ū	•	•	•
G63C0302	Corporate Crisis			Z,ZK	
The aim of the course is	s an introduction of negative impacts of internal and external factors on the corporate life cycle	e. Crisis and co	rporate def	1 '	
	t for students to be prepared on such a possible development and to have the knowledge to ev	•		•	
Knowledge should be in		tudies and nra	atical appli		•
	n economic as well as in legislative perspective. The course will be especially based on case st	tudies and pra	ctical applic	cations respecting	•
	ion.	ludies and pra	Clical appli		g current economic
G16C0104	Solving Real World Problems			ZK	g current economic
G16C0104 The aim of the course is	ion. Solving Real World Problems s to apply knowledge from the field of economics and management acquired during the study to			ZK	g current economic
G16C0104 The aim of the course is slient's assignment, stu	ion. Solving Real World Problems s to apply knowledge from the field of economics and management acquired during the study to dents solve the problem with the support of teachers who become their mentors.			ZK m economic prac	g current economic 3 tice. According to the
G16C0104 The aim of the course is slient's assignment, stu G65C0102	Solving Real World Problems s to apply knowledge from the field of economics and management acquired during the study the dents solve the problem with the support of teachers who become their mentors. Public Administration Management and Decision-Making			ZK m economic prac	g current economic 3 tice. According to th
G16C0104 The aim of the course is slient's assignment, stu G65C0102 G88C0101	ion. Solving Real World Problems s to apply knowledge from the field of economics and management acquired during the study to dents solve the problem with the support of teachers who become their mentors.	to solve real p	roblems fro	ZK zK KZ	g current economic 3 tice. According to th
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G16C0104 The aim of the course is client's assignment, stu G65C0102 G88C0101 The course is intended development is critical fand will have the oppor	Solving Real World Problems s to apply knowledge from the field of economics and management acquired during the study to dents solve the problem with the support of teachers who become their mentors. Public Administration Management and Decision-Making Management Competencies Seminar for all CTU students in their final year of master's study programmes, they are specialists in their their employability and successful business careers start. The course is divided to four core in tunity to consult the results with the partner companies. The course is aimed at practical applications.	to solve real p eir field alread modules; stud	roblems fro y and indiv ents will wo	ZK m economic prace ZK KZ idual managemer	g current economic 3 tice. According to the 3 6 nt competencies siness based proje
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	List of courses of this pass:		
Code	Name of the course	Completion	Credits
G00C3101	Diploma Thesis Project	Z	0
G00C4101	Diploma Thesis	Z	9
G04E0201	English for Intercultural Communication	Z,ZK	6
	us on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences in	_	
	anguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in comm		
and their influence of	on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunde	erstanding . Langua	ge practice
	and activities . Case studies on individual topics Language level: CEFR B2		
G04E0202	Meetings and Negotiations in English	Z,ZK	6
-	and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stu		
	uses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Alth	_	-
	ntational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing an	· -	
situations. The cours	e is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua f with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Eng	_	iteriais wor
C04F0202			•
G04E0203	Global Virtual Teams	Z,ZK	6
	course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a		
	Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Woringlish as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	-	
•	ill apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical i		
	isions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of		
240.0 0. 0.400 000	a paper.	011 moony to mino	· · · · · · · · · · · · · · · · · · ·
G04E4201	Concept Note	Z	3
I I	urse is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently comp		_
	n English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing.		
	lage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical of		
· ·	and giving feedback.	•	,
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0102	Small and Medium Business	Z,ZK	6
G16C0104		ZK	3
	Solving Real World Problems se 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 court	client's assignment, students solve the problem with the support of teachers who become their mentors.	offic practice. Acco	rung to the
G16C0601		Z,ZK	2
	Technology Forecasting	Z,ZK	3 6
G16C0602	Technology Transfer		_
	e students through a preparation of feasibility study and business plan of technologies developed at Universities and research cent ing Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licen		
be considered includ	strategic analysis will be used for valuation of the technology.	sing the technology	. I illaly, till
G16C1201	Project Management	Z,ZK	6
		Z,ZK	
G16C1301	Projects in Production and Operations Management	·	6
G16C1401	Innovation Marketing	Z,ZK	6
G16C2101	Managerial Decision Making	Z,ZK	6
G16C3101		Z,ZK	6
G16C3102	Innovation Management and Innovation Project	Z,ZK	6
Concepts of innovation	on, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, produc	t innovation, service	innovation
a macroeconomic vie	ew of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, sys	tematic-analytical m	nethods and
	techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.		
G16C4501	Employee Organization and Management	Z,ZK	6
-	th personnel/HR strategies and practices. The background is the state-of-the-art in the field of human resources management in the		
•	arn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving ind		
A part of the persona	al development is to elaborate, present and defend a seminal work on a personnel/HR topic that requires to master an integrated a	pproach to managir	ng people i
	a business environment.	T	_
G16E0201	Agile BootCamp	KZ	3
Agilo Rootcomp cour	se teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three method	_	
-	tional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the control of the con	- :	ementation
the same cross-fund	ign Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week dur		
the same cross-fund of Des		Z	3
the same cross-func of Des G16E0501	Social Competences in Project and Process Management		_
the same cross-func of Des G16E0501 G16E1201	Standards of Project Management	Z,ZK	6
the same cross-func of Des G16E0501 G16E1201	Standards of Project Management ts students with good experience in the field of standards of project management After completing the course, students will be pre	Z,ZK	
the same cross-func of Des G16E0501 G16E1201 The subject acquain	Standards of Project Management ts students with good experience in the field of standards of project management After completing the course, students will be pre professional examinations.	Z,ZK epared to pass the in	
the same cross-func of Des G16E0501 G16E1201 The subject acquain	Standards of Project Management ts students with good experience in the field of standards of project management After completing the course, students will be pre professional examinations. Business Process Management and Production Systems	Z,ZK spared to pass the in	nternationa 6
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the same cross-func of Des G16E0501 G16E1201 The subject acquain G16E1301 The aim of the cours	Standards of Project Management ts students with good experience in the field of standards of project management After completing the course, students will be pre professional examinations. Business Process Management and Production Systems e is to provide students with theoretical and practical knowledge of modern specific forms of management - Business Process Management and the relationships between them. At the beginning of study, are explained roots of Business Process Management, the indir	Z,ZK spared to pass the in Z,ZK nagement (BPM) ar	nternationa 6 nd Busines
the same cross-func of Des G16E0501 G16E1201 The subject acquain G16E1301 The aim of the cours	Standards of Project Management ts students with good experience in the field of standards of project management After completing the course, students will be pre professional examinations. Business Process Management and Production Systems e is to provide students with theoretical and practical knowledge of modern specific forms of management - Business Process Management	Z,ZK spared to pass the in Z,ZK nagement (BPM) ar	nternationa 6 nd Busines

6	Z,ZK	Lean Manufacturing	G16E2301
_	,	s course is to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Studer	
	•	n in the area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from industria	
		tial part of production systems and Lean Manufacturing activity too. The course presents the case studies application of a number of diffe	
e course.	ughout the whole	t, Lean Production and Manufacturing in different organizations, manufacturing or services. Value-added is taken into consideration through	Management, I
3	ZK	Six Sigma	G16E3301
approach ar	es) used in this a	med at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques	he course is aime
		a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).	
6	Z,ZK	Valuation of Firm and Projects	G63C0301
the compar	e of the value of t	purse is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate	he aim of the cou
methods ar	ing and ensuing r	e stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuation	epending on the s
		gain skills in the application of basic methods. Practical skills will be acquired through case studies.	
3	Z,ZK	· ·	G63C0302
	· ·	course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a	
	•	s important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable	•
nt economic	respecting curren	build be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications re	Knowledge shoul
	71/	reality and legal regulation.	CeaCoana
3	ZK		G63C0303
3	ZK	1	G63C0401
about a star		chnical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in order	
		of the innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and deci	
6	Z,ZK		G63C1101
=		of Economic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing, processing, processes and their clarification is subordinate to the interest in highlighting the processes and	
iat are typic	id applications the	for the analytical and decision-making activities not only of economists and of managers.	Sofiornic and soci
6	Z,ZK		G63C1301
-	•	des a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have t	
		ts, tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial emphasi	
_	-	nance of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of fir	=
. ,,, ,		financing, methods of financial planning and forecasting, and valuation techniques.	·
3	ZK	Microeconomic Theory	G63C2201
1	firms.	The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and fi	
6	Z,ZK		
of controlling to manage key principle	the context and a tivities. The tasks he controller in th hat can be used to d to present the k	ethods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activately explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the nagement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools the presentation in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used of controlling in the company.	ackground of the r are systematically phases of mana ndividual compone
of controllir he individua to manage key principle 6 to informatic	the context and a tivities. The tasks the controller in the hat can be used to d to present the k	ethods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activately explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the magement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools the ments (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used of controlling in the company. Project of Information System ms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycles.	Controlling meth ackground of the rare systematically phases of managed individual components G63C2401 fundamental terms
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s of controllir he individua to manage key principle 6 to informatic data modelir	the context and a tivities. The tasks he controller in th hat can be used to d to present the k Z,ZK cle, approaches to ding - UML and da	ethods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activately explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the nagement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools the openits (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used of controlling in the company. Project of Information System ms, information systems architecture, basic types of software applications for information system of enterprise, information system models using ER diagrams	Controlling meth ackground of the rare systematically phases of managed individual componer G63C2401 fundamental terms system development
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6 of controlling the individual to manage key principle 6 to information data modeling the is organize instruction are 6 cication. The ry of Portfolisob Merton's	the context and a tivities. The tasks the controller in the hat can be used to do to present the key to the tasks of the controller in the hat can be used to do to present the key to the tasks of the course by a theoretical instance of the Modern Theory options and the Bo	ethods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activated according to the time perspective in the scope of corporate strategies and operational management, including the role of the nagement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools the ments (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used of controlling in the company. Project of Information System ms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle nent, management information systems, web audit, business process modeling using BPMN, UML and others, information system model using ER diagrams Corporate Financial Management cial techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporative alternatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization tall 190 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápo et, ZK zkouška (preliminary test and exam). This is composed by a practical development. Heavily supported by Excel functions and formulas. Financial Markets and Risk Management of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy by the part of the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of the part of the company.	Controlling meth ackground of the rare systematically phases of managedividual componer of the
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G65C0301	Corporate Law	ZK	3
ne sunett CODO	rate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found m		-
5000,000 00.p0	Business Corporations Act. The subject is taught in form of lectures and ends with an exam.	a, a a a	ouo una un
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		1
G65E2301	Regional Development and Planning	Z,ZK	6
ne goal is to unde	stand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech F	Republic, and of p	lanning as
tool of developme	nt. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the	e Middle-Europe	an planning
ulture and plannin	g system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in p	•	nent from th
G65E3101	City Competitiveness	ZK	3
	ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often po		1
eclination of anoth	ner. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the	m. Relevant case	studies fro
	practice will be used as part of the course teaching.		
G65E4101	European Union and Regional Policy	ZK	3
	sses 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		
ased on lectures,	class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the	course are to expl	ain a mode
	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
-	nded for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range	_	
	processes, for the understanding and internalization of which a deep understanding of the connections between science and culture		
G77C0001	Technology Assessment	ZK	3
G77C0002	Sustainable Development and the Construction Industry	ZK	3
G77C0003	Transportation Engineering Projects	ZK	3
G77C0004	Smart Cities Technologies	ZK	3
he subject Techno	ology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the techn development of society.	ological, social ar	nd econom
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3
G77C0007	Communication Systems and Networks	ZK	
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