## Study plan

## Name of study plan: N-PRI-prez.forma od 17/18

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: 1.S. PRI OD 17/18

Name of the group: 1.s. PRI - navazující od 17/18

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 OD 17/18 Name=1.s. PRI - navazující od 17/18

G63C1101	Economic statistics	Z,ZK	6	
In the subject of Econor	nic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processin	g, presentation, a	ind analysis c	of
economic and social ph	enomena. The choice of the specific methods and their clarification is subordinate to the interest in highlighting the processe	s and application	s that are typ	ical
for the analytical and de	cision-making activities not only of economists and of managers			

G16C1401	Innovation Marketing	Z,ZK	6
G16C1201	Project Management	Z,ZK	6
G16C1301	Projects in Production and Operations Management	Z,ZK	6
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.N-PRI-P OD 18/19

Name of the group: N-PRI-P 4. semestr od 18/19 povinné předměty

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
G16E2501	HR Management Systems	Z,ZK	6	2P+2C		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.N-PRI-P OD 18/19 Name=N-PRI-P 4. semestr od 18/19 povinné předměty

G00C4101	Diploma Thesis	Z	9
G16E2501	HR Management Systems	Z,ZK	6

The course is focused on the development of managerial skills in managing human resources in the organization. Through lectures and seminars, students will learn effective strategies, policies, and practices for efficient human resource management in the organization and the main tasks of managers in various activities of human resource management in the organization.

G16C4501 Employee Organization and Management

Z,ZK 6

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: 2.S.PRI OD 17/18

Name of the group: PRI povinné předměty 2. semestr od 17/18

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	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 OD 17/18 Name=PRI povinné předměty 2. semestr od 17/18

G63C2301 | Controlling | Z,ZK | 6

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.

G16C2101	Managerial Decision Making	Z,ZK	6			
G63C2201	Microeconomic Theory	ZK	3			
The course introduces	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	Z,ZK	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.N-PRI-P OD 18/19

Name of the group: 3. semestr N-PRI povinné předměty od 18/19

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		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.N-PRI-P OD 18/19 Name=3. semestr N-PRI povinné předměty od 18/19

G63C3201		ZK	3				
G00C3101	Diploma Thesis Project	Z	0				
G16C3102	Innovation Management and Innovation Project	Z,ZK	6				
Concepts of innovatio	n, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, proc	luct innovation, se	rvice innovation,				
a macroeconomic vie	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		7.7K	6				

Name of the block: Povinné předměty zaměření Minimal number of credits of the block: 18

The role of the block: PZ

Code of the group: 1.S.PRI-SPEC OD17/18

Name of the group: 1.s.PRI specializace od 17/18-prezenční forma

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

Business Process Management and Production Systems

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

Credits in the group: 6 Note on the group:

G16E1301

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
G16E1301	<b>Business Process Management and Production Systems</b>	Z,ZK	6	2P+2C		PZ
G63E1301	Corporate Financial Management	Z,ZK	6	2P+2C		PZ
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PZ
G16E1201	Standards of Project Management	Z,ZK	6	2P+2C		PZ

# Characteristics of the courses of this group of Study Plan: Code=1.S.PRI-SPEC OD17/18 Name=1.s.PRI specializace od 17/18-prezenční forma

Z,ZK

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, Fir	gar, Smith and others.).						
G63E1301	Corporate Financial Management	Z,ZK	6				
Analysis of financial tec	hniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corpo	orative Manageme	ent 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 coι	ırse is organized				
2 lectures (mean 90 mi	2 lectures (mean 90 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápočet, ZK zkouška (preliminary test and exam). This is composed by a theoretical instruction and						
a practical development	: Heavily supported by Excel functions and formulas.						
G65E1301	Smart Cities and Regions	Z,ZK	6				

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.

G16E1201 Standards of Project Management
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 professional examinations.

Code of the group: 2.S.PRI-SP OD 17/18

Name of the group: PRI předměty specializace 2. semestr od 17/18

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:

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
G63E2301	Financial Markets and Risk Management	Z,ZK	6	2P+2C	L	PZ
G16E2301	Lean Manufacturing	Z,ZK	6	2P+2C	L	PZ
G16E2201	Modern Approaches in Project Management	Z,ZK	6	2P+2C	L	PZ

G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PZ
L						

## Characteristics of the courses of this group of Study Plan: Code=2.S.PRI-SP OD 17/18 Name=PRI předměty specializace 2. semestr od 17/18

G63E2301 Financial Markets and Risk Management Z,ZK 6

The analysis of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy based on diversification. The course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of the Modern Theory of Portfolio. The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing 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 required. The analysis of risk relies on Many of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural terms related to the market value of the firms assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The set of models pretends 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 these models, while concentrating on their underlying economics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedging strategies and methods for the company capital management hurled to financial markets.

G16E2301 Lean Manufacturing

Z,ZK

6

The aim of this course is to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Students will be provided a basic overview chosen in the area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from industrial engineering methods that are an essential part of production systems and Lean Manufacturing activity too. The course presents the case studies application of a number of different components of Lean Management, Lean Production and Manufacturing in different organizations, manufacturing or services. Value-added is taken into consideration throughout the whole course.

G16E2201	Modern Approaches in Project Management	Z,ZK	6
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.

Code of the group: 3.+4.S.N-PRI SP18/19

Name of the group: 3.+4. semestr N-PRI předměty specializace od 18/19

Requirement credits in the group: In this group you have to gain at least 6 credits (at most 9)

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 3)

Credits in the group: 6

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G63E4301	Advanced Topics in Financial Management	Z	3	0P+2C	L	PZ
G16E0201	Agile BootCamp	KZ	3	0P+2C		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
G16E0301	Lean Manufacturing Implementation	KZ	3	0P+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.+4.S.N-PRI SP18/19 Name=3.+4. semestr N-PRI předměty specializace od 18/19

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, 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.

G16E0201 Agile BootCamp

ΚZ

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.

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 Er	nglish language. The course focuses on practical application of the given phenomena in the field of project/concept note writing	g. Methodologicall	y, the course				
relies on formal langua	ige analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typic	al case-study situa	ations, teamwork				
and giving feedback.							
G63E3301	Economic and Financial Modelling	KZ	3				
The course is organize	ed 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	developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues	of the integration	process. It is				
based on lectures, cla	ss discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of	the course are to e	explain a modern				
development of the El	J, analyse key points in particular areas of integration and practise argumentation skills.						
G16E0301	Lean Manufacturing Implementation	KZ	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).							
G16E0501	Social Competences in Project and Process Management	Z	3				

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 27

The role of the block: PV

Code of the group: PRI-PVP OD 17/18

Name of the group: PRI povinně volitelné předměty od 17/18

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

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

Credits in the group: 21 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16E0201	Agile BootCamp	KZ	3	0P+2C		PV
G16C0101	Balanced Scorecard	Z,ZK	6	2P+2C	Z,L	PV
G63C0401	Competitive Intelligence	ZK	3	0P+2C	Z,L	PV
G04E0201	English for Intercultural Communication	Z,ZK	6	0P+4C	Z,L	PV
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PV
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
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
G16E0501	Social Competences in Project and Process Management	Z	3	0P+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=PRI-PVP OD 17/18 Name=PRI povinně volitelné předměty od 17/18

	Device of Development and Dispuis	7 71/	
G65E2301 he goal is to understar	Regional Development and Planning  In the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czecl	Z,ZK        h Republic. and of	6 planning as a
-	tudents should know the core European concepts of regional and municipal development. A particular attention will be paid to	•	
· -	ystem, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students shount stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.	ld perceive develo	pment from the
G16E0201	Agile BootCamp	KZ	3
-	e teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three meth		-
	anal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	=	mplementation
G65E4101	uding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem European Union and Regional Policy	ZK	3
	developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues		_
	is discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of t		
	I, analyse key points in particular areas of integration and practise argumentation skills.		
G16E0501	Social Competences in Project and Process Management	Z	3
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
Competitive (Technica	) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in o	rder to be informe	d about a state
of the innovations, tecl	nnology trends and possible future developments, and to have a better initial position for strategic planning and decision-makir		
G04E0201	English for Intercultural Communication	Z,ZK	6
	on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences	_	
	guage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in con behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misun		
	udies on individual topics Language level: CEFR B2		ando hidolioe
G04E0203	Global Virtual Teams	Z,ZK	6
	rese is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a		_
• • • • • • • • • • • • • • • • • • • •	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Wo	,	
	sh as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	•	
=	apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretica		-
	ons and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects	s of GV1 theory to	write individua
a paper. G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0301	Corporate Law	ZK	3
	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found		_
	s Act. The subject is taught in form of lectures and ends with an exam.	i mainy in the Civ	ii oodo ana iii
G16C0102	Small and Medium Business	Z,ZK	6
English for Meetings a	Meetings and Negotiations in English  Ind Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for second course on a collaborative model of the English language intended for a range of business or business meetings and possibilities. A		
level. The course focus focused on confrontati situations. The course		students at the up lithough the course and coping with con	per intermediat e is not primari frontational
English for Meetings a level. The course focus focused on confrontati situations. The course	nd Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for a course is on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage speakers of all English styles and focus on collocations and idiomatics of American and British English.	students at the up although the course and coping with con a franca. Listening	per intermedia e is not primari frontational
English for Meetings a level. The course focus focused on confrontati situations. The course with recordings of nations G63C0301	nd Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sizes on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage.	students at the up lithough the course and coping with con la franca. Listening	per intermedia e is not primari frontational g materials wo
English for Meetings a level. The course focused on confrontati situations. The course with recordings of nation G63C0301  The aim of the course depending on the stag	nd Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as lingular speakers of all English styles and focus on collocations and idiomatics of American and British English.  Valuation of Firm and Projects is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estive of its life cycle, expected development and current financial condition. Students will learn about options of approaching the values.	students at the up	per intermedia e is not primar frontational g materials wo  6 of the compar
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Code of the group: PRI-PVT OD 17/18

Name of the group: PRI povinně volitelné technické předměty od 17/18

Requirement credits in the group: In this group you have to gain at least 6 credits (at most 30)

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 9)

Credits in the group: 6 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members)  Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
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
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=PRI-PVT OD 17/18 Name=PRI povinně volitelné technické předměty od 17/18

G77C0001	Technology Assessment	ZK	3					
G77C0007	Communication Systems and Networks	ZK	3					
Telecommunications: W	Telecommunications: 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 almost), on land, underwater, and in							
space. For example: Ho	space. 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 works.							
How the telephone netv	vork becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G,	5G, etc. The mor	e G, the better.					
How here and how else	where? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation	know about me?	We will walk					
around Čakovice. How	around Čakovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for							
things. The biggest mist	things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed) - the							
keywords are principles	and clarity.							

G77C0003	Transportation Engineering Projects	ZK	3				
G77C0008	Robotics	Z,ZK	6				
G16C0601	Technology Forecasting	Z,ZK	3				
G77C0004	Smart Cities Technologies	ZK	3				
The subject Technology	The subject Technology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the technological, social and economic						
development of society.	development of society.						
G77C0002	Sustainable Development and the Construction Industry	7K	3				

G77C0002	Sustainable Development and the Construction Industry	ZK	3
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3
G77C0009	Information Security Management and Implementation	ZK	3

### 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

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
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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			
	is course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business at					
• •	), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Work English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	•				
-	will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical in	=				
·	essions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of	-				
	a paper.					
G04E4201	Concept Note	Z	3			
	ourse is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compoin English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing.	· -				
	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical ca					
	and giving feedback.					
G16C0101	Balanced Scorecard	Z,ZK	6			
G16C0102	Small and Medium Business	Z,ZK	6			
G16C0103	Strategic Management - Simulations	ZK	3			
G16C0104	Solving Real World Problems	ZK	3			
The aim of the cou	irse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econo client's assignment, students solve the problem with the support of teachers who become their mentors.	mic practice. Acco	raing to the			
G16C0601	Technology Forecasting	Z,ZK	3			
G16C0602	Technology Transfer	Z,ZK	6			
	de students through a preparation of feasibility study and business plan of technologies developed at Universities and research centre		spects must			
be considered inclu	iding Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licens	sing the technology	. Finaly, this			
01001001	strategic analysis will be used for valuation of the technology.	7 71/				
G16C1201 G16C1301	Project Management Projects in Production and Operations Management	Z,ZK Z,ZK	6			
G16C1301	Innovation Marketing	Z,ZK	6			
G16C2101	Managerial Decision Making	Z,ZK	6			
G16C3101	Widitagerial Decision Waking	Z,ZK	6			
G16C3102	Innovation Management and Innovation Project	Z,ZK	6			
	tion, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product	· '	- 1			
a macroeconomic v	view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, system	ematic-analytical m	ethods and			
0.00.00.	techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.					
G16C4501	Employee Organization and Management with personnel/HR strategies and practices. The background is the state-of-the-art in the field of human resources management in the	Z,ZK	6 h Banublia			
	earn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving indi					
	nal development is to elaborate, present and defend a seminal work on a personnel/HR topic that requires to master an integrated ap					
	a business environment.					
G16E0201	Agile BootCamp  urse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three method:	KZ	3 ether within			
	nctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the					
	esign Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during					
G16E0301	Lean Manufacturing Implementation	KZ	3			
G16E0501	Social Competences in Project and Process Management	Z	3			
G16E1201	Standards of Project Management	Z,ZK	6			
The subject acqua	ints students with good experience in the field of standards of project management After completing the course, students will be prep professional examinations.	ared to pass the ir	iternational			
G16E1301	Business Process Management and Production Systems	Z,ZK	6			
	rse is to provide students with theoretical and practical knowledge of modern specific forms of management - Business Process Man	, , , , , , , , , , , , , , , , , , ,				
Process Reengine	ering and the relationships between them. At the beginning of study, are explained roots of Business Process Management, the indiv	idual developmenta	al waves by			
01050001	world authors (King, Fingar, Smith and others.).	7 71/				
G16E2201	Modern Approaches in Project Management	Z,ZK	6			
G16E2301	Lean Manufacturing ourse is to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Stude	Z,ZK	6 d a basic			
	n the area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from indust					
are an essentia	part of production systems and Lean Manufacturing activity too. The course presents the case studies application of a number of dif	ferent components	of Lean			
	Lean Production and Manufacturing in different organizations, manufacturing or services. Value-added is taken into consideration through					
G16E2501	HR Management Systems	Z,ZK	6			
	ed on the development of managerial skills in managing human resources in the organization. Through lectures and seminars, student ctices for efficient human resource management in the organization and the main tasks of managers in various activities of human re		- 1			
	organization.					
G16E3301	Six Sigma	ZK	3			
The course is aime	d at practical application of how the individual components (methods and techniques - mainly applied statistical methods are second - mainly applied statistical methods - mainly applie	ues) used in this ap	proach and			
CesCosot	a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).	ファレ	6			
G63C0301 The aim of the cour	Valuation of Firm and Projects se is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimates.	Z,ZK te of the value of th	6 e 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			
	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	•				
Gootioniy. It is if	mportant for stadents to be prepared on such a possible development and to have the knowledge to eventually reverse the unidvolid	olo corporate deve	opinent			

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. G63C0401 Competitive Intelligence 7K 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. Economic statistics 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 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. 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 G63C2301 Controlling Z.ZK 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. G63C2401 Project of Information System Z,ZK 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 ZK G63C3201 3 G63E1301 Corporate Financial Management Z,ZK 6 Analysis of financial techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporative Management Modelling the parameters and alternatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization tables. The course is organized 2 lectures (mean 90 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápočet, ZK zkouška (preliminary test and exam). This is composed by a theoretical instruction and a practical development. Heavily supported by Excel functions and formulas. Financial Markets and Risk Management G63E2301 The analysis of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy based on diversification. The course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of the Modern Theory of Portfolio. The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing 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 required. The analysis of risk relies on Many of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural terms related to the market value of the firms assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The set of models pretends 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 these models, while concentrating on their underlying economics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedging strategies and methods for the company capital management hurled to financial markets. G63E3301 ΚZ 3 Economic and Financial Modelling The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation Advanced Topics in Financial Management 3 G63F4301 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. G65C0101 Competitiveness of Cities Z,ZK 6 G65C0102 Public Administration Management and Decision-Making 7K 3 G65C0301 7K Corporate Law 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 Z,ZK **Smart Cities and Regions** 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 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 7K 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
	isses 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		_
	class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the		
acca ccc.a.cc,	development of the EU, analyse key points in particular areas of integration and practise argumentation skills.	304.00 d. 0 to 6Ap.t	a a
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is inte	nded 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	e is an absolutely l	key.
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
The subject Techn	ology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the techn	iological, social an	d economic
	development of society.		
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3
G77C0007	Communication Systems and Networks	ZK	3
Telecommunication	ons: 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 almost)	, on land, underwa	ater, and in
space. For exampl	e: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twiste	d Pair? How a lan	dline works
How the telephone	e network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5C	G, etc. The more G	a, the better
	w elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation k		
	How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Int	•	-
things. The bigges	t mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it doe	s not always succ	eed) - the
	keywords are principles and clarity.		_
G77C0008	Robotics	Z,ZK	6
G77C0009	Information Security Management and Implementation	ZK	3
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 mair
European Union	policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technologi	cal development,	social and
employment, stru	ictural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impa	act in different cou	ntries, and
	competitiveness and cohesion.		_
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3

Foreign Experience

For updated information see <a href="http://bilakniha.cvut.cz/en/FF.html">http://bilakniha.cvut.cz/en/FF.html</a> Generated: day 2025-12-07, time 18:49.

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