

# 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:

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Name of the block: Compulsory courses

Minimal number of credits of the block: 75

The role of the block: Z

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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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
G63C1101	<b>Economic statistics</b>	Z,ZK	6	2P+2C		Z
G16C1401	<b>Innovation Marketing</b>	Z,ZK	6	2P+2C		Z
G16C1201	<b>Project Management</b>	Z,ZK	6	2P+2C		Z
G16C1301	<b>Projects in Production and Operations Management</b>	Z,ZK	6	2P+2C		Z
G63C1301	<b>Corporate Financial Management</b>	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 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.					
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.					

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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 p edm ty

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 p edm ty**

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 p edm ty 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 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 OD 17/18 Name=PRI povinné p edm ty 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 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 p edm ty 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	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.N-PRI-P OD 18/19 Name=3. semestr N-PRI povinné p edm ty od 18/19

G63C3201		ZK	3
G00C3101	Diploma Thesis Project	Z	0
G16C3102	Innovation Management and Innovation Project	Z,ZK	6
Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation, a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematic-analytical methods and techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.			
G16C3101		Z,ZK	6

Name of the block: Povinné p edm ty zam ení

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-prezen ní forma

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

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

Credits in the group: 6

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16E1301	Business Process Management and Production Systems	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-prezen ní forma

G16E1301	Business Process Management and Production Systems	Z,ZK	6
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.).			
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 zápo et, 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
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	Z,ZK	6
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 p edm ty 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:

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	<b>Modern Approaches in Project Management</b>	Z,ZK	6	2P+2C	L	PZ
G65E2301	<b>Regional Development and Planning</b>	Z,ZK	6	2P+2C	Z,L	PZ

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

G63E2301	<b>Financial Markets and Risk Management</b>	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	<b>Lean Manufacturing</b>	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	<b>Modern Approaches in Project Management</b>	Z,ZK	6			
G65E2301	<b>Regional Development and Planning</b>	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 p edm ty 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
G63E4301	<b>Advanced Topics in Financial Management</b>	Z	3	0P+2C	L	PZ
G16E0201	<b>Agile BootCamp</b>	KZ	3	0P+2C		PZ
G65E3101	<b>City Competitiveness</b>	ZK	3	2P+0C	Z	PZ
G04E4201	<b>Concept Note</b>	Z	3	0P+2C		PZ
G63E3301	<b>Economic and Financial Modelling</b>	KZ	3	0P+2C		PZ
G65E4101	<b>European Union and Regional Policy</b>	ZK	3	2P+0C		PZ
G16E0301	<b>Lean Manufacturing Implementation</b>	KZ	3	0P+2C		PZ
G16E3301	<b>Six Sigma</b>	ZK	3	0P+2C		PZ
G16E0501	<b>Social Competences in Project and Process Management</b>	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 p edm ty specializace od 18/19**

G63E4301	<b>Advanced Topics in Financial Management</b>	Z	3	During the course will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed at the financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpinning the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducting background the course enters in the definition of VaR applications, in order to quantify the amounts of 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	<b>Agile BootCamp</b>	KZ	3	Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.		
G65E3101	<b>City Competitiveness</b>	ZK	3	In the contemporary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often possible at the expense of the declination of another. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve them. Relevant case studies from practice will be used as part of the course teaching.		

G04E4201	Concept Note	Z	3
The aim of the course is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compose formally and stylistically appropriate texts in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.			
G63E3301	Economic and Financial Modelling	KZ	3
The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation			
G65E4101	European Union and Regional Policy	ZK	3
The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.			
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 povinn volitelné p edm ty 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 povinn volitelné p edm ty od 17/18

G65E2301	Regional Development and Planning	Z,ZK	6
<p>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.</p>			
G16E0201	Agile BootCamp	KZ	3
<p>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.</p>			
G65E4101	European Union and Regional Policy	ZK	3
<p>The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.</p>			
G16E0501	Social Competences in Project and Process Management	Z	3
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
<p>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.</p>			
G04E0201	English for Intercultural Communication	Z,ZK	6
<p>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</p>			
G04E0203	Global Virtual Teams	Z,ZK	6
<p>At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper.</p>			
G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0301	Corporate Law	ZK	3
<p>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.</p>			
G16C0102	Small and Medium Business	Z,ZK	6
G04E0202	Meetings and Negotiations in English	Z,ZK	6
<p>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.</p>			
G63C0301	Valuation of Firm and Projects	Z,ZK	6
<p>The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.</p>			
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
<p>The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.</p>			
G63C0302	Corporate Crisis	Z,ZK	3
<p>The aim of the course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a natural phenomenon in the economy. It is important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable corporate development Knowledge should be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications respecting current economic reality and legal regulation.</p>			
G16C0104	Solving Real World Problems	ZK	3
<p>The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.</p>			
G65C0102	Public Administration Management and Decision-Making	ZK	3
G16C0103	Strategic Management - Simulations	ZK	3
G16C0602	Technology Transfer	Z,ZK	6
<p>The Course will guide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centres. All significant aspects must be considered including Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licensing the technology. Finally, this strategic analysis will be used for valuation of the technology.</p>			
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
<p>Students are able to understand and analyze the distribution of resources as an important factor of European integration. They are able to examine the cohesion impact of the main European Union policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technological development, social and employment, structural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impact in different countries, and competitiveness and cohesion.</p>			
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

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

Name of the group: PRI povinn volitelné technické p edm ty 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 povinn volitelné technické p edm ty od 17/18

G77C0001	Technology Assessment	ZK	3
G77C0007	Communication Systems and Networks	ZK	3
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: 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 network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? 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 akovice. 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 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 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.			
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
English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.			

G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper.			
G04E4201	Concept Note	Z	3
The aim of the course is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently compose formally and stylistically appropriate texts in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.			
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0102	Small and Medium Business	Z,ZK	6
G16C0103	Strategic Management - Simulations	ZK	3
G16C0104	Solving Real World Problems	ZK	3
The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.			
G16C0601	Technology Forecasting	Z,ZK	3
G16C0602	Technology Transfer	Z,ZK	6
The Course will guide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centres. All significant aspects must be considered including Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licensing the technology. Finally, this strategic analysis will be used for valuation of the technology.			
G16C1201	Project Management	Z,ZK	6
G16C1301	Projects in Production and Operations Management	Z,ZK	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, 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.			
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.			
G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.			
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 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.			
G16E1301	Business Process Management and Production Systems	Z,ZK	6
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.).			
G16E2201	Modern Approaches in Project Management	Z,ZK	6
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.			
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.			
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).			
G63C0301	Valuation of Firm and Projects	Z,ZK	6
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
G63C0302	Corporate Crisis	Z,ZK	3
The aim of the course is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are a natural phenomenon in the economy. It is important for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavourable corporate development			



Knowledge should be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications respecting current economic reality and legal regulation.			
G63C0401	<b>Competitive Intelligence</b>	ZK	3
Competitive (Technical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in order to be informed about a state of the innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and decision-making.			
G63C1101	<b>Economic statistics</b>	Z,ZK	6
In the subject of Economic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing, presentation, and analysis of economic and social phenomena. The choice of the specific methods and their clarification is subordinate to the interest in highlighting the processes and applications that are typical for the analytical and decision-making activities not only of economists and of managers.			
G63C1301	<b>Corporate Financial Management</b>	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.			
G63C2201	<b>Microeconomic Theory</b>	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	<b>Controlling</b>	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.			
G63C2401	<b>Project of Information System</b>	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			
G63C3201		ZK	3
G63E1301	<b>Corporate Financial Management</b>	Z,ZK	6
Analysis of financial techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporate 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.			
G63E2301	<b>Financial Markets and Risk Management</b>	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 course 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	<b>Economic and Financial Modelling</b>	KZ	3
The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation			
G63E4301	<b>Advanced Topics in Financial Management</b>	Z	3
During the course will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed at the financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpinning the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducting background the course enters in the definition of VaR applications, in order to quantify the amounts of 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	<b>Competitiveness of Cities</b>	Z,ZK	6
G65C0102	<b>Public Administration Management and Decision-Making</b>	ZK	3
G65C0301	<b>Corporate Law</b>	ZK	3
The subject Corporate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found mainly in the Civil Code and the Business Corporations Act. The subject is taught in form of lectures and ends with an exam.			
G65E1301	<b>Smart Cities and Regions</b>	Z,ZK	6
Smart Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators.			
G65E2301	<b>Regional Development and Planning</b>	Z,ZK	6
The goal is to understand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech Republic, and of planning as a tool of development. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the Middle-European planning culture and planning system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.			
G65E3101	<b>City Competitiveness</b>	ZK	3
In the contemporary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often possible at the expense of the declination of another. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve them. Relevant case studies from practice will be used as part of the course teaching.			

G65E4101	European Union and Regional Policy	ZK	3
The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.			
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.			
G77C0001	Technology Assessment	ZK	3
G77C0002	Sustainable Development and the Construction Industry	ZK	3
G77C0003	Transportation Engineering Projects	ZK	3
G77C0004	Smart Cities Technologies	ZK	3
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.			
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
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: 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 network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? 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 akovice. 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 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.			
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 main European Union policies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technological development, social and employment, structural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impact in different countries, and competitiveness and cohesion.			
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

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

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