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 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 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 typical			
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 c	comprehensive view of building the essential aspects of financial management of business processes and projects. Students h	nave the opportuni	ty 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 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 n edm. tv

p ean ty			
G00C4101	Diploma Thesis	Z	9
G16E2501	HR Management Systems	Z,ZK	6
The course is focused of	n the development of managerial skills in managing human resources in the organization. Through lectures and seminars, stu	dents will learn effe	ective strategies,
policies, and practices	or efficient human resource management in the organization and the main tasks of managers in various activities of human	resource manage	ment in the
organization.			
G16C4501	Employee Organization and Management	Z,ZK	6
The subject deals with	ersonnel/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 ar	nd team projects.
A part of the personal of	levelopment is to elaborate, present and defend a seminal work on a personnel/HR topic that requires to master an integrate	d approach to ma	naging people in
a business environmen	t		

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 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:

Note of the group.CodeName 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.)CompletionCreditsScopeSemesterRoleG63C3201Petr Makovský Petr Makovský (Gar.)ZK32P+0CZZ

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

Viploma Thesis Project	Z	0				
nnovation 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,						
the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, s	systematic-analyti	cal methods and				
techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.						
	Z,ZK	6				
nr er	novation Management and Innovation Project requisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, process re role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, s	novation Management and Innovation Project Z,ZK equisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, se the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematic-analytic conomic aspects of innovation, intellectual property of innovation and legal aspects.				

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, Fir	ngar, Smith and others.).						
G63E1301	Corporate Financial Management	Z,ZK	6				
Analysis of financial tec	hinques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corpo	brative Manageme	ent Modelling the				
parameters and alterna	tives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortizatio	on tables. The cou	urse is organized				
2 lectures (mean 90 mil	nutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápo et, ZK zkouška (preliminary test and exam). This is compos	ed by a theoretica	al 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	ΡZ
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

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	Financial Markets and Risk Management	Z,ZK	6		
The analysis of the mar	agement of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strateg	/ based on divers	ification. The		
course spans broad sec	tions implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception	of the Modern Th	neory of Portfolio.		
The original Mean - Var	iance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricin	ig 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 o	f 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 c	ompared 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 thes	e models, while c	concentrating on		
their underlying econon	nics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and he	dging strategies a	and methods for		
the company capital ma	nagement hurled to financial markets.				
G16E2301	Lean Manufacturing	Z,ZK	6		
The aim of this course i	s to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Stuc	lents will be provi	ded a basic		
overview chosen in the	area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from indu	strial engineering	g 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 dil	ferent componen	ts 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 Czec	h Republic, and o	f planning as a		
tool of development. Stu	idents should know the core European concepts of regional and municipal development. A particular attention will be paid to	the Middle-Europ	bean 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) 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 p edm ty specializace od 18/19

G63E4301Advanced Topics in Financial ManagementZ3During 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.KZ3G16E0201Agile BootCampKZ3

 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 cou	rse is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently comp	ose formally and	stylistically
appropriate texts ir	English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing	g. Methodological	ly, the course
relies on formal lan	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typic	al case-study situ	ations, teamwo
and giving feedbac	K.		
G63E3301	Economic and Financial Modelling	KZ	3
The course is orga	nized 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 discus	es 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 mode
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 aime	d at practical application of how the individual components (methods and techniques - mainly applied statistical methods and tech	, iniques) used in tl	his approach ar
a common applica	ion 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

	Regional Development and Planning	Z.ZK	6
G65E2301 he goal is to understand	I the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czec	, i i	-
tool of development. Stu	idents should know the core European concepts of regional and municipal development. A particular attention will be paid to	the Middle-Europ	ean planning
culture and planning sys	stem, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students shou	ld perceive develo	pment from the
perspectives of different	stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.		
G16E0201	Agile BootCamp	KZ	3
	teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three meth		-
	al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	-	implementation
	ding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem		
G65E4101	European Union and Regional Policy	ZK	3
	evelopments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of discussions and presentations of various positions present in the debates (areas president of the positions). The philottices of the		
	discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of t analyse key points in particular areas of integration and practise argumentation skills.	ne course are to e	explain a modern
		Z	2
G16E0501	Social Competences in Project and Process Management		3
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
	Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in o		ed about a state
	hology trends and possible future developments, and to have a better initial position for strategic planning and decision-making	-	
G04E0201	English for Intercultural Communication	Z,ZK	6
	on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences	•	
	uage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in con		
	ehaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misun dies on individual topics Language level: CEFR B2	derstanding . Lan	guage practice
		Z,ZK	6
G04E0203	Global Virtual Teams se is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a	· · ·	-
	aryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). We		
	h 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	-	
	ns and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects		-
a paper.		,	,
G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0301	Corporate Law	ZK	3
	aw is focused on familiarize the students with business corporations and business groups. The legal framework can be found	I I	-
	Act. The subject is taught in form of lectures and ends with an exam.		
G16C0102	Small and Medium Business	Z,ZK	6
01000102			
G04E0202	Meetings and Negotiations in English		
G04E0202	Meetings and Negotiations in English d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for	Z,ZK	6
English for Meetings and	d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for	Z,ZK students at the up	6 per intermediate
English for Meetings and level. The course focuse	d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for a son a collaborative model of the English language intended for a range of business or business meetings and negotiations. A	Z,ZK students at the up	6 per intermediate e is not primarily
English for Meetings and level. The course focuse focused on confrontatio	d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for	Z,ZK students at the up lthough the course nd coping with con	6 per intermediate e is not primarily ifrontational
English for Meetings and level. The course focuse focused on confrontatio situations. The course is	d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for s s on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A nal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing ar	Z,ZK students at the up lthough the course nd coping with con	6 per intermediate e is not primarily ifrontational
English for Meetings and level. The course focuse focused on confrontatio situations. The course is	d Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for a son a collaborative model of the English language intended for a range of business or business meetings and negotiations. A nal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing ar a based on the modern, increasingly widespread model of "International English", ie international English understood as lingue e speakers of all English styles and focus on collocations and idiomatics of American and British English.	Z,ZK students at the up lthough the course nd coping with cor la franca. Listening	6 per intermediate e is not primarily ifrontational
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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, unde	water, and in
space. For example:	How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Tw	isted Pair? How a	landline works.
How the telephone n	etwork becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G	, 5G, etc. The mo	e G, the better.
	sewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation		
	w television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the		
	istakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it d	loes not always si	ucceed) - the
keywords are princip			
G77C0003	Transportation Engineering Projects	ZK	3
G77C0008	Robotics	Z,ZK	6
0 1 0 0 0 0 0 1	Ta shu shawu Fana sa tin n	774	3
G16C0601	Technology Forecasting	Z,ZK	5
G16C0601 G77C0004	Smart Cities Technologies	Z,ZK	3
G77C0004		ZK	3
G77C0004	Smart Cities Technologies gy for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the te	ZK	3
G77C0004 The subject Technolo	Smart Cities Technologies gy for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the te	ZK	3
G77C0004 The subject Technolo development of socie	Smart Cities Technologies gy for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the te ty.	ZK chnological, socia	3 I and economic
G77C0004 The subject Technolo development of socie G77C0002	Smart Cities Technologies gy for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the te ty. Sustainable Development and the Construction Industry	ZK chnological, socia ZK	3 I and economic

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 for	icus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences in	luencing communi	cation, and		
examine the role of	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 misunde	rstanding . Langua	ge practice		
	and activities . Case studies on individual topics Language level: CEFR B2				
G04E0202	Meetings and Negotiations in English	Z,ZK	6		
English for Meeting	s and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud	lents at the upper i	ntermediate		
level. The course fo	cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho	ough the course is r	not primarily		
focused on confr	ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	d coping with confro	ontational		
situations. The cour	se is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fr	anca. Listening ma	terials work		
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engl	ish.			

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 an		
), 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 i 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 C	-	
	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 compo	se formally and s	-
	in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing.	-	
relies on formal lan	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical ca	se-study situation	is, 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
	irse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econol	mic practice. Acco	ording 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
	ide students through a preparation of feasibility study and business plan of technologies developed at Universities and research centre	,	spects must
-	iding Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licens	-	
	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
	tion, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product i		
a macroeconomic	view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, syste	ematic-analytical r	nethods and
04004504	techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	7 71/	•
G16C4501	Employee Organization and Management	Z,ZK	6
			als Damashilla
The objective is to	earn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving indiv	idual tasks and te	am projects.
The objective is to	earn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving indiv nal development is to elaborate, present and defend a seminal work on a personnel/HR topic that requires to master an integrated ap	idual tasks and te	am projects.
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The objective is to A part of the person G16E0201 Agile Bootcamp co the same cross-fur of De G16E0301 G16E0501 G16E1201 The subject acqua G16E1301 The aim of the cou Process Reengine G16E2201 G16E2301 The aim of this co overview chosen are an essentia Management, G16E2501 The course is focus policies, and pra- G16E3301 The course is aime G63C0302	earn personnel/HR know-how used in companies with a good reputation in the labor market and to practice skills useful in solving indiv 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. Agile BootCamp urse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods nctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for th sign Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week durin Lean Manufacturing Implementation Social Competences in Project and Process Management Standards of Project Management After completing the course, students will be prep professional examinations. Business Process Management and Production Systems res is to provide students with theoretical and practical knowledge of modern specific forms of management - Business Process Managering and the relationships between them. At the beginning of study, are explained roots of Business Process Management, the indivi world authors (King, Fingar, Smith and others.). Modern Approaches in Project Management uean Manufacturing ourse is to expand the knowledge of the course preceding. These is: Business Process Management and Production Systems. Stude in the area of: Value Stream Analysis, competitive advantage, productivity measurement and analysis of samples chosen from industr part of production and Manufacturing activity too. The course prevents the case studies application of a number of diff Lean Manufacturing activity too. The course prevents of management in consideration thro a common application of how the individual components (methods and techniques - mainly applied statistical methods and technique a common application of how the individual components (methods and techniques - mainly applied statistical methods a	idual tasks and te proach to managi KZ that work well tog e design and imp g the semester. KZ Z,ZK ared to pass the i Z,ZK agement (BPM) a dual development Z,ZK ts will be provide ial engineering m erent components ughout the whole Z,ZK s will learn effectiv source managem ZK es) used in this ap Z,ZK e of the value of th ing and ensuing r	am projects ng people i 3 gether withi lementation 3 3 6 nternationa 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6

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	ZK	3
	nical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in orde		bout a state
	he innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and de		
G63C1101	Economic statistics	Z,ZK	6
-	Economic statistics will be the students understood the interpretation of basic statistical methods, which bought off when processing, al phenomena. The choice of the specific methods and their clarification is subordinate to the interest in highlighting the processes ar		-
	for the analytical and decision-making activities not only of economists and of managers.		it are typical
G63C1301	Corporate Financial Management	Z,ZK	6
	a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have	,	
	tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial empha		
financial performar	nce of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of f	inancing the comp	any, project
	financing, methods of financial planning and forecasting, and valuation techniques.		
G63C2201	Microeconomic Theory The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and	ZK firms.	3
G63C2301	Controlling	Z,ZK	6
	nods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in		-
-	nanagement of basic business processes with an emphasis on the processes determining the effect of added value in the company's ac		-
are systematically	explained according to the time perspective in the scope of corporate strategies and operational management, including the role of t	the controller in the	e individual
phases of manag	gement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools t	hat can be used to	o manage
individual compone	ents (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are use	ed to present the ke	ey principles
	of controlling in the company.		-
G63C2401	Project of Information System	Z,ZK	6
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		
system developme	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode using ER diagrams	eling - UIVIL and da	ita modeling
G63C3201		ZK	3
	Comparete Financial Management		
G63E1301	Corporate Financial Management al techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporati	Z,ZK	6
-	ernatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization ta	-	-
1.	0 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápo et, ZK zkouška (preliminary test and exam). This is composed b		•
, ,	a practical development. Heavily supported by Excel functions and formulas.	,	
G63E2301	Financial Markets and Risk Management	Z,ZK	6
	he management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy b	based on diversific	ation. The
course spans broad	d sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of t	he Modern Theory	of Portfolio.
-	- Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing of	-	
	hem represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills in E.	-	-
	iny of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural terr ts as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The		
	t risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding these m		
	conomics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedgi		0
	the company capital management hurled to financial markets.	3	
G63E3301	Economic and Financial Modelling	KZ	3
	se is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, an	d Portfolio allocatio	
G63E4301	Advanced Topics in Financial Management	Z	3
	will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions perf		cial markets
will be combined w	with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The cou	irse aims at overha	aul the path
	ortfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective dea		•
	igning a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle.		
	vitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative str	-	-
	sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribut It. With the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based		
	based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric		uistribution,
G65C0101	Competitiveness of Cities	Z,ZK	6
G65C0102	Public Administration Management and Decision-Making	ZK	3
G65C0301	Corporate Law	ZK	3
	rate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found ma		-
	Business Corporations Act. The subject is taught in form of lectures and ends with an exam.		
G65E1301	Smart Cities and Regions	Z,ZK	6
	t Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its plannir		
G65E2301	Regional Development and Planning	Z,ZK	6
	rstand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech R	,	1
-	ent. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the		-
culture and plannin	ng system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should p		ent from the
	perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in p		1
G65E3101	City Competitiveness	ZK	3
	rary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often po	-	
declination of anoth	her. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the	m. Relevant case s	studies from
	practice will be used as part of the course teaching.		

G65E4101	European Union and Regional Policy	ZK	3
	usses 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	0 1	
	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 inte	, inded 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
innovatior	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	ological, 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
Telecommunicati	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 examp	e: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twiste	ed 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, 50	G, etc. The more G	, the better.
How here and he	ow elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation k	now about me? W	e will walk
	How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the In		-
things. The bigges	st mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it doe	s not always succe	eed) - the
	keywords are principles and clarity.		1
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 technolog	ical development,	social and
employment, str	uctural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final impa	act in different cour	ntries, and
	competitiveness and cohesion.		
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

For updated information see <u>http://bilakniha.cvut.cz/en/FF.html</u> Generated: day 2025-08-01, time 05:02.