

Study plan

Name of study plan: PRI-P navazující prezen ní studium od 18/19

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: 30

Elective courses credits: 90

Sum of credits in the plan: 120

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 24

The role of the block: Z

Code of the group: 1.S.N-PRI-P OD 18/19

Name of the group: N-PRI prezen ní studium 1. semestr od 18/19 povinné p edm ty

Requirement credits in the group: In this group you have to gain 12 credits

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

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16E1401	Marketing Innovations	Z,ZK	6	2P+2C	Z	z
G16C1401	Innovation Marketing	Z,ZK	6	2P+2C		z
G63C1102	Statistical Analysis	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=1.S.N-PRI-P OD 18/19 Name=N-PRI prezen ní studium 1. semestr od 18/19 povinné p edm ty

G16E1401	Marketing Innovations	Z,ZK	6
The primary role of innovation in marketing is to gain new customers, improve goodwill, increase sales and profitability of the company. At the beginning of the innovation process, innovative marketing should help identify new market opportunities and risks and improve the research of customer needs. During developing a new product, innovation marketing is to ensure the constant involvement of customers and users in this process. And at the end of the innovation process, innovation marketing ensures the successful introduction of a new product, technology, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation process to ensure that customer and market orientation is in line with advances in products and technologies, which often lead to the application of new marketing approaches. We address these main aspects in this subject.			
G16C1401	Innovation Marketing	Z,ZK	6
G63C1102	Statistical Analysis	Z,ZK	6
The course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods.			

Code of the group: 1.S.N-PRI SP OD18/19

Name of the group: 1.semestr N-PRI povinné p edm ty specializace od 18/19

Requirement credits in the group: In this group you have to gain 12 credits

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

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16C1302		Z,ZK	6	2P+2C		z
G16C1201	Project Management	Z,ZK	6	2P+2C		z

G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z
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Characteristics of the courses of this group of Study Plan: Code=1.S.N-PRI SP OD18/19 Name=1.semestr N-PRI povinné p edm ty specializace od 18/19

G16C1302		Z,ZK	6
G16C1201	Project 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.

Name of the block: Povinné p edm ty zam ení

Minimal number of credits of the block: 6

The role of the block: PZ

Code of the group: 1.S.N-PRI SPEC 18/19

Name of the group: 1.S. N-PRI p edm ty specializa ního bloku od 18/19

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
G63E1301	Corporate Financial Management	Z,ZK	6	2P+2C		PZ
G16E1302	Lean Manufacturing	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.N-PRI SPEC 18/19 Name=1.S. N-PRI p edm ty specializa ního bloku od 18/19

G63E1301	Corporate Financial Management	Z,ZK	6
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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.

G16E1302	Lean Manufacturing	Z,ZK	6
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As a result of completing this course, the student should be able to: Describe and explain the main significance, meaning, and functions of innovation management with a focus on Lean production applications in the workplace. Explain the relationship between management, innovation management, and the main departments of the company. Characterize pre-production, production, and manufacturing processes and related Lean manufacturing innovation processes. Create an innovation strategy and an innovation project with a focus on Lean. Clarify the importance of joint planning/forecasting of upcoming Lean products, services, and production technologies in the company. Etc.

G65E1301	Smart Cities and Regions	Z,ZK	6
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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
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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.

List of courses of this pass:

Code	Name of the course	Completion	Credits
G16C1201	Project Management	Z,ZK	6
G16C1302		Z,ZK	6
G16C1401	Innovation Marketing	Z,ZK	6
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.

G16E1302	Lean Manufacturing	Z,ZK	6
As a result of completing this course, the student should be able to: Describe and explain the main significance, meaning, and functions of innovation management with a focus on Lean production applications in the workplace. Explain the relationship between management, innovation management, and the main departments of the company. Characterize pre-production, production, and manufacturing processes and related Lean manufacturing innovation processes. Create an innovation strategy and an innovation project with a focus on Lean. Clarify the importance of joint planning/forecasting of upcoming Lean products, services, and production technologies in the company. Etc.			
G16E1401	Marketing Innovations	Z,ZK	6
The primary role of innovation in marketing is to gain new customers, improve goodwill, increase sales and profitability of the company. At the beginning of the innovation process, innovative marketing should help identify new market opportunities and risks and improve the research of customer needs. During developing a new product, innovation marketing is to ensure the constant involvement of customers and users in this process. And at the end of the innovation process, innovation marketing ensures the successful introduction of a new product, technology, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation process to ensure that customer and market orientation is in line with advances in products and technologies, which often lead to the application of new marketing approaches. We address these main aspects in this subject.			
G63C1102	Statistical Analysis	Z,ZK	6
The course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods.			
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.			
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 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.			
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.			

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

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