### Study plan

### Name of study plan: N-PRI-CP prezen ní navazující 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: Innovation Project Management Type of study: Follow-up master 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: 69 The role of the block: Z

Code of the group: N-PRI-CP 1.S.OD18/19 Name of the group: N-PRI-CP 1. semestr povinné p edm ty 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
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=N-PRI-CP 1.S.OD18/19 Name=N-PRI-CP 1. semestr povinné p edm ty od 18/19

G16E1401	Marketing Innovations	Z,ZK	6				
The primary role of inno	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 sh	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 inte	roduction of a				
new product, technolog	y, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation proces	s to ensure that c	ustomer and				
market orientation is in	line with advances in products and technologies, which often lead to the application of new marketing approaches. We addre	ess these main as	pects in this				
subject.							
G16C1401	Innovation Marketing	Z,ZK	6				
G63C1102	Statistical Analysis	Z,ZK	6				
The course builds on th	he course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods						

#### Code of the group: N-PRI-CP 2S OD 18/19

Name of the group: N-PRI-CP 2. semestr od 18/19 povinné p edm ty Requirement credits in the group: In this group you have to gain 18 credits Requirement courses in the group: In this group you have to complete 4 courses Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G63C2301	Controlling	Z,ZK	6	2P+2C	L	Z
G77E2011	Industry 4.0	ZK	3	2P+0C		Z

G63C2201	Microeconomic Theory Petr Makovský	ZK	3	2P+0C	*	Z
G77C2011	Industry 4.0	Z,ZK	3	1P+1C		Z
G16C2501	HR Management Systems	Z,ZK	6	2P+2C		Z

### Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP 2S OD 18/19 Name=N-PRI-CP 2. semestr od 18/19 povinné p edm ty

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 i	n 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	s 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	e used to present t	he key principles					
of controlling in the company.							
G77E2011 Industry 4.0	ZK	3					
1. Visions of Industry 4.0 2. Virtualization and System Integration of Manufacturing Facilities 3. Knowledge representation of Manufacturing Systems	by Multi-Agent ar	nd Autonomous					
Systems 4. Ontological Knowledge 5. Analytical Methods and Big-Data Systems 6. Implementation Architectures for Industry 4.0 Systems 7. Modell	ing Methods 8. Sir	nulations for					
Design and Rump-up of Industry 4.0 Systems 9. Modular SCADA Systems 10. Virtual and Augmented Reality Systems 11. Typical Projects of Industry	try 4.0 12. Typical	of Industry 4.0					
13. Testbeds and Their Implementation 14. Impacts of Industry 4.0							
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.							
G77C2011 Industry 4.0	Z,ZK	3					
I. Annotation The subject "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It dea	als with the history	of industrial					
revolutions, current trends as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0"	on the economy a	nd society as a					
whole. Last but not least, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Indu	stry 4.0".						
G16C2501 HR Management Systems	Z,ZK	6					
The course is focused on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will	I learn effective str	rategies, policies					
and practices for efficient people management in the organization and the main tasks of managers in various activities of people management in the	e organization.						

#### Code of the group: N-PRI-CP 3S OD 19/20 Name of the group: N-PRI-CP 3. semestr od 19/20 povinné p edm ty 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 5 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
G63C3201	Petr Makovský Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C	Z	Z
G00C3101	Diploma Thesis Project	Z	0	1P+0C		Z
G16C3103		Z,ZK	6	2P+2C		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=N-PRI-CP 3S OD 19/20 Name=N-PRI-CP 3. semestr od 19/20 povinné p edm ty

G63C3201		ZK	3			
G00C3101	Diploma Thesis Project	Z	0			
G16C3103		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.						
G16C3101		Z,ZK	6			

Code of the group: N-PRI-CP 4S OD 19/20 Name of the group: 4. semestr od 19/20 PRI CP povinné p edm ty Requirement credits in the group: In this group you have to gain 18 credits Requirement courses in the group: In this group you have to complete 2 courses Credits in the group: 18 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G00C4102	Diploma Thesis	Z	12			Z
G63C4401	Information System Design	Z,ZK	6	2P+2C		Z

### Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP 4S OD 19/20 Name=4. semestr od 19/20 PRI CP povinné p edm ty

G00C4102	Diploma Thesis	Z	12			
G63C4401	Information System Design	Z,ZK	6			
	prmation systems architecture, basic types of software applications for information system of enterprise, information system li	ecycle, approach	es 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						

#### Name of the block: Compulsory courses in the specialization Minimal number of credits of the block: 3 The role of the block: PS

#### Code of the group: N-PRI-CP 4SSPOD19/20

Name of the group: 4. semestr od 19/20 PRI p edm ty specializace Requirement credits in the group: In this group you have to gain at least 3 credits (at most 6) Requirement courses in the group: In this group you have to complete at least 1 course ( at most 2) Credits in the group: 3

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	PS
G04E4201	Concept Note	Z	3	0P+2C		PS
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PS
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PS

## Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP 4SSPOD19/20 Name=4. semestr od 19/20 PRI p edm ty specializace

G63E4301 Advanced Topics in Financial Management	Z	3					
During the course will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performance of firms.	performed at the f	inancial 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 d	eal with a diversi	ty of strategies					
developed for assigning a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification princip	le. 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 capi	tal. The analysis					
includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distri	butions, confiden	ce 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 ba	sed on the proba	bility distribution,					
based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric methods.							
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 comp	ose 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	. Methodological	y, the course					
relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typica	al case-study situa	ations, teamwork					
and giving feedback.							
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	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	he course are to e	explain a modern					
development of the EU, analyse key points in particular areas of integration and practise argumentation skills.							
G16E0501 Social Competences in Project and Process Management	Z	3					

Name of the block: Povinné p edm ty zam ení Minimal number of credits of the block: 24 The role of the block: PZ

Code of the group: N-PRI-CP2S SPOD18/19 Name of the group: N-PRI-CP p edm ty specializace 2. semestr 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
G16E0201	Agile BootCamp	KZ	3	0P+2C		PZ
G16E2302	Business Process Management	Z,ZK	6	2P+2C		PZ
G63E2301	Financial Markets and Risk Management	Z,ZK	6	2P+2C	L	PZ
G16E0301	Lean Manufacturing Implementation	KZ	3	0P+2C		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=N-PRI-CP2S SPOD18/19 Name=N-PRI-CP p edm ty specializace 2. semestr od 18/19

G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp course	teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three met	hods that work we	ll together within
the same cross-function	al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	or the design and	mplementation
of Design Sprints, inclu-	ding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem	iester.	
G16E2302	Business Process Management	Z,ZK	6
G63E2301	Financial Markets and Risk Management	Z,ZK	6
The analysis of the mar	agement of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strateg	y based on diversi	fication. The
course spans broad sec	tions implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inceptior	of the Modern Th	eory of Portfolio.
The original Mean - Var	ance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricir	ng options and the	Bob Merton's
contribution, all of them	represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills	in Excel are requir	ed. The analysis
of risk relies on Many of	f the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural	terms related to t	he 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
	of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding thes		
	nics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and he	dging strategies a	nd methods for
the company capital ma	nagement hurled to financial markets.		
G16E0301	Lean Manufacturing Implementation	KZ	3
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 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: N-PRI-CP1S SPOD18/19

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

Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their Code Completion Credits Scope Semester Role members) Tutors, authors and guarantors (gar.) G63E1301 Z,ZK 6 2P+2C **Corporate Financial Management** ΡZ G16E1302 Z,ZK 6 2P+2C Lean Manufacturing ΡZ G65E1301 Z.ZK 6 2P+2C ΡZ **Smart Cities and Regions** G16E1201 Z,ZK 6 2P+2C **Standards of Project Management** ΡZ

### Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP1S SPOD18/19 Name=N-PRI-CP1. semestr od 18/19 p edm ty specializa ního bloku

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 alternat	tives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortizati	on tables. The cou	Irse is organized		
2 lectures (mean 90 mir	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	I instruction and		
a practical development	. Heavily supported by Excel functions and formulas.				
G16E1302	Lean Manufacturing	Z,ZK	6		
As a result of completin	g this course, the student should be able to: Describe and explain the main significance, meaning, and functions of innovatio	n management w	ith 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 imp	ortance of joint planning/forecasting of upcoming Lean products, services, and production technologies in the company. Etc.				

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: N-PRI-CP1.S.SPOD1819 Name of the group: N-PRI-CP 1. semestr 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		PZ
G16C1201	Project Management	Z,ZK	6	2P+2C		PZ
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		PZ

# Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP1.S.SPOD1819 Name=N-PRI-CP1. semestr 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
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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: Compulsory elective courses Minimal number of credits of the block: 21 The role of the block: PV

### Code of the group: N-PRI-CP PV 18/19

Name of the group: Navazující prezen ní studium od 18/19 - povinn volitelné p edm ty Requirement credits in the group: In this group you have to gain at least 12 credits Requirement courses in the group: In this group you have to complete at least 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
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
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
G65C0103		Z,ZK	3	1P+1C		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
G16C0602	Technology Transfer	Z,ZK	6	2P+2C	PV
G88E0201	Selected Chapters of Innovation Management A-1	ZK	6	2P+2C	PV
G88E0202		ZK	6	2P+2C	PV
	Selected Chapters of Innovation Management A-2				
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
G65E4101 The course discusses of	t the courses of this group of Study Plan: Code=N-PRI-CP PV 18/19 p edm ty European Union and Regional Policy developments in the EU and in the EU Regional Policy from the end of the Cold War until too s discussions and presentations of various positions present in the debates (group projects /	day. It focuses on	relevant is	ZK ssues of the integra	tion process. It is
	analyse key points in particular areas of integration and practise argumentation skills.	. ,			·
G16E0501	Social Competences in Project and Process Management			Z	3
G16E0201	Agile BootCamp			KZ	3
the same cross-function	teaches students the fundamentals of Design Thinking and other agile innovation principles nal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer ding a practical test of the entire process. Teaching mode: completely online or hybrid, at a second start of the entire process.	er the right tools a	and technic	ques for the design	-
G16C0101	Balanced Scorecard	•		Z,ZK	6
G63C0401	Competitive Intelligence			ZK	3
	Intelligence is a process of collecting, analyzing and disseminating data, information and k	-	-	es in order to be inf	_
	nology trends and possible future developments, and to have a better initial position for stra	tegic planning an	d decision		
G04E0201	English for Intercultural Communication	and by the second	the same to press	Z,ZK	6
	on the importance of accuracy and comprehension in communication in a foreign language. guage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cu			-	
	behaviour and language expression . International English as lingua franca . The most comm		-		
	Idies on individual topics Language level: CEFR B2				99
G04E0203	Global Virtual Teams			Z,ZK	6
teams and using Englis presentation. They will a the basis of class session a paper.	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University th as their lingua franca, students will complete tasks collaboratively and present joint result apply analysis of cross-cultural frameworks in business context - a product, service, compar ons and feeds into students' GVT projects. In the final part of the course, students draw on the	of Applied Sciences at the end of the ny or business pro	ces (Finlar e exchang ocess. The	e in the form of a re coretical input on we aspects of GVT theo	arally mixed virtuation opert and a video orking in GVTs fo ry to write individu
teams and using Englis presentation. They will a the basis of class sessic a paper. G65C0101	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University th as their lingua franca, students will complete tasks collaboratively and present joint result apply analysis of cross-cultural frameworks in business context - a product, service, compar- ons and feeds into students' GVT projects. In the final part of the course, students draw on the Competitiveness of Cities	of Applied Sciences at the end of the ny or business pro	ces (Finlar e exchang ocess. The	nd). Working in culture in the form of a recorretical input on we aspects of GVT theo	arally mixed virtua eport and a video orking in GVTs fo ry to write individu
teams and using Englis presentation. They will a the basis of class sessic a paper. G65C0101 G65C0301	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University th as their lingua franca, students will complete tasks collaboratively and present joint result apply analysis of cross-cultural frameworks in business context - a product, service, compar ons and feeds into students' GVT projects. In the final part of the course, students draw on the	of Applied Sciences as at the end of the ny or business pre- exchange experies	ces (Finlar e exchang ocess. The ence and a	nd). Working in culture in the form of a recordination of a recordination of a recordination of GVT theo Z,ZK	urally mixed virtua eport and a video prking in GVTs fo ry to write individu 6 3
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teams and using Englis presentation. They will a the basis of class sessic a paper. G65C0101 G65C0301 The subject Corporate Business Corporations G04E0202	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University th as their lingua franca, students will complete tasks collaboratively and present joint result apply analysis of cross-cultural frameworks in business context - a product, service, compar- ons and feeds into students' GVT projects. In the final part of the course, students draw on the Competitiveness of Cities Corporate Law law is focused on familiarize the students with business corporations and business groups. Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English	of Applied Sciences as at the end of the ny or business pre- exchange experies The legal framew	ces (Finlar e exchang ocess. The ence and a ork can be	nd). Working in culture in the form of a re- coretical input on we aspects of GVT theo Z,ZK ZK e found mainly in the Z,ZK	urally mixed virtua eport and a video prking in GVTs fo ry to write individu 6 3 e Civil Code and 6
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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 impa	act of the main
	cies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technolog ral policies. The module emphasizes the relationships that exist between European Union policy interventions and their final imp		
competitiveness and			
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

#### Code of the group: N-PRI-CP PVT OD18/19 Name of the group: N-PRI-CP od 18/19 povinn volitelné technické p edm ty Requirement credits in the group: In this group you have to gain at least 9 credits Requirement courses in the group: In this group you have to complete at least 2 courses Credits in the group: 9

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
G77E0011	Environmental Technology	ZK	3	2P+0C		PV
G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G77C0007	Communication Systems and Networks	ZK	3	2P+0C		PV
G77C0003	Transportation Engineering Projects	ZK	3	2P+0C	Z,L	PV
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
G77C0010	Introduction to Biomedical Engineering	Z	3	1P+1C		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=N-PRI-CP PVT OD18/19 Name=N-PRI-CP od 18/19 povinn volitelné technické p edm ty

G77E0011	Environmental Technology	ZK	3
G77C0001	Technology Assessment	ZK	3
G77C0007	Communication Systems and Networks	ZK	3
Telecommunications: W	hat 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, under	water, and in
• •	w is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twi		
	work becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G,		
	where? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation		
	television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the		
	takes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it de	loes not always su	icceed) - the
keywords are principles			
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	r for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the ted	chnological, socia	I and economic
development of society			
. ,			
G77C0002	Sustainable Development and the Construction Industry	ZK	3
. ,	Sustainable Development and the Construction Industry Introduction to Biomedical Engineering	ZK Z	3
G77C0002			÷
G77C0002 G77C0010	Introduction to Biomedical Engineering	Z	3

Name of the block: Povinné p edm ty zam ení Minimal number of credits of the block: 3 The role of the block: ZZ

Code of the group: N-PRI-CP3S SPOD19/20 Name of the group: N-PRI-CP 3. semestr p edm ty specializace Requirement credits in the group: In this group you have to gain at least 3 credits (at most 9)

# Requirement courses in the group: In this group you have to complete at least 1 course (at most 3) Credits in the group: 3 Note on the group:

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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		ZZ
G65E3101	City Competitiveness	ZK	3	2P+0C	Z	ZZ
G04E4201	Concept Note	Z	3	0P+2C		ZZ
G63E3301	Economic and Financial Modelling	KZ	3	0P+2C		ZZ
G16E3301	Six Sigma	ZK	3	0P+2C		ZZ
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		ZZ

### Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP3S SPOD19/20 Name=N-PRI-CP 3. semestr p edm ty specializace

G04E4201	Concept Note	Z	3				
The aim of the course is	s the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently comp	ose 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, teamwood							
and giving feedback.							
G16E0501	Social Competences in Project and Process Management	Z	3				
G16E0201	Agile BootCamp	KZ	3				
Agile Bootcamp course	teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three meti	nods that work we	Il together within				
the same cross-function	nal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for	or the design and	implementation				
of Design Sprints, inclu	ding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem	lester.					
G65E3101	City Competitiveness	ZK	3				
In the contemporary glo	balizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often p	ossible at the exp	bense of the				
declination of another. T	The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve	them. Relevant c	ase studies from				
practice will be used as	part of the course teaching.						
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							
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	of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).						

#### List of courses of this pass:

Code	Name of the course	Completion	Credits
G00C3101	Diploma Thesis Project	Z	0
G00C4102	Diploma Thesis	Z	12
G04E0201	English for Intercultural Communication	Z,ZK	6
The seminar will for	cus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences inl	fluencing communi	cation, and
examine the role of	language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commu	inication . Intercult	ural 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 stuc	ents at the upper i	ntermediate
level. The course for	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	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 confr	ontational
situations. The cou	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fr	anca. Listening ma	aterials work
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engl	lish.	
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of th	s course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a	nd Economics of D	ublin City
University(Ireland	), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Worl	king in culturally m	ixed 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 an	nd a video
presentation. They	will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical ir	nput on working in	GVTs forms
the basis of class se	essions 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 c	ourse is the acquisition of language skills, writing strategies and active vocabulary leading to students' ability to independently comp	ose formally and st	ylistically
appropriate texts	in English language. The course focuses on practical application of the given phenomena in the field of project/concept note writing.	Methodologically, t	the course

relies on formal lang	guage analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical ca and giving feedback.	ase-study situations	s, teamwork
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0104	Solving Real World Problems	ZK	3
The aim of the cou	rse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econo	mic practice. Acco	rding to the
G16C0601	client's assignment, students solve the problem with the support of teachers who become their mentors.	Z,ZK	3
G16C0602	Technology Forecasting Technology Transfer	Z,ZK	6
	de students through a preparation of feasibility study and business plan of technologies developed at Universities and research centre	I ' I	
be considered inclu	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.	ing the technology	/. Finaly, this
G16C1201	Project Management	Z,ZK	6
G16C1302		Z,ZK	6
G16C1401	Innovation Marketing	Z,ZK	6
G16C2501	HR Management Systems	Z,ZK	6
	ed on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will lea ices for efficient people management in the organization and the main tasks of managers in various activities of people managemen	-	
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		
a macroeconomic v	view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, syste techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	ematic-analytical m	nethods and
G16C3103		Z,ZK	6
G16E0201	Agile BootCamp	KZ	3
	urse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three method	•	-
	inctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the	•	ementation
G16E0301	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	KZ	3
G16E0501	Social Competences in Project and Process Management	Z	3
G16E1201	Standards of Project Management	Z,ZK	6
The subject acqua	ints students with good experience in the field of standards of project management After completing the course, students will be pre- professional examinations.	ared to pass the ir	nternational
G16E1302	Lean Manufacturing	Z,ZK	6
	pleting this course, the student should be able to: Describe and explain the main significance, meaning, and functions of innovation	-	
	applications in the workplace. Explain the relationship between management, innovation management, and the main departments of oduction, and manufacturing processes and related Lean manufacturing innovation processes. Create an innovation strategy and an i		
	Lean. Clarify the importance of joint planning/forecasting of upcoming Lean products, services, and production technologies in the c		
G16E1401	Marketing Innovations	Z,ZK	6
	of innovation in marketing is to gain new customers, improve goodwill, increase sales and profitability of the company. At the beginnin ng should help identify new market opportunities and risks and improve the research of customer needs. During developing a new pro	-	
	stant involvement of customers and users in this process. And at the end of the innovation process, innovation marketing ensures the		-
	nnology, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation process		
market orientatio	n is in line with advances in products and technologies, which often lead to the application of new marketing approaches. We addres subject.	s these main aspe	cts in this
G16E2201	Modern Approaches in Project Management	Z,ZK	6
G16E2302	Business Process Management	Z,ZK	6
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 technique	ues) used in this ap	proach and
G63C0301	a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control). Valuation of Firm and Projects	Z,ZK	6
	se is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimat		
depending on the s	tage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valua gain skills in the application of basic methods. Practical skills will be acquired through case studies.	ting and ensuing m	nethods and
G63C0302	Corporate Crisis	Z,ZK	3
	urse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are	-	
-	nportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoural d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications	-	
_	reality and legal regulation.		
G63C0401	Competitive Intelligence	ZK ZK	3
	nical) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in orde ne innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and de		Jour a state
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
	s 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		
	ice of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of f	-	-
000000000	financing, methods of financial planning and forecasting, and valuation techniques.	<b></b>	
G63C2201	Microeconomic Theory The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and	TK	3

			-
G63C2301	Controlling	Z,ZK	6
-	hods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in		-
-	management of basic business processes with an emphasis on the processes determining the effect of added value in the company's ac		-
	y explained according to the time perspective in the scope of corporate strategies and operational management, including the role of t		
•	agement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools t		•
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 k	ey principles
	of controlling in the company.		
G63C3201		ZK	3
G63C4401	Information System Design	Z,ZK	6
Fundamental terms	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy	cle, approaches to	o information
system developme	ent, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode	eling - UML and da	ata modeling
	using ER diagrams		
G63E1301	Corporate Financial Management	Z,ZK	6
-	al techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporati	-	-
•	ternatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization ta		•
2 lectures (mean 9	00 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z zápo et, ZK zkouška (preliminary test and exam). This is composed b	by a theoretical ins	struction and
00050004	a practical development. Heavily supported by Excel functions and formulas.	7 71/	0
G63E2301	Financial Markets and Risk Management	Z,ZK	6
	the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy l		
-	d sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of t		-
-	n - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing of the mean theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills in E.	-	
	any of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural terr		
	ets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The		
	it 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		•
, ,	the company capital management hurled to financial markets.	0 0	
G63E3301	Economic and Financial Modelling	KZ	3
	rse is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, an		ion
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	ormed at the finar	-
•			
will be combined v	with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The cou	irse aims at overh	aul the path
	with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The cou ortfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective dea		-
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G77C0007	Communication Systems and Networks	ZK	3
Telecommunicatio	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 example	e: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twiste	d Pair? How a lan	dline works.
How the telephone	e network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5C	G, etc. The more G	6, the better.
	w elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation k		
	How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Int		
things. The bigges	t mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does	s not always succ	eed) - the
	keywords are principles and clarity.	1	T
G77C0008	Robotics	Z,ZK	6
G77C0009	Information Security Management and Implementation	ZK	3
G77C0010	Introduction to Biomedical Engineering	Z	3
G77C2011	Industry 4.0	Z,ZK	3
I. Annotation The	subject "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It deals	with the history o	f industrial
revolutions, current	t trends as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0" on t	the economy and	society as a
whole.	Last but not least, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated	by "Industry 4.0".	
G77E0011	Environmental Technology	ZK	3
G77E0011 G77E2011	Environmental Technology Industry 4.0	ZK ZK	3
G77E2011	5,	ZK	3
G77E2011 1. Visions of Indust Systems 4. Ontolo	Industry 4.0 Industry 4.0 try 4.0 2. Virtualization and System Integration of Manufacturing Facilities 3. Knowledge representation of Manufacturing Systems by ogical Knowledge 5. Analytical Methods and Big-Data Systems 6. Implementation Architectures for Industry 4.0 Systems 7. Modelling	ZK Multi-Agent and A g Methods 8. Sim	3 Autonomous ulations for
G77E2011 1. Visions of Indust Systems 4. Ontolo	Industry 4.0 try 4.0 2. Virtualization and System Integration of Manufacturing Facilities 3. Knowledge representation of Manufacturing Systems by ogical Knowledge 5. Analytical Methods and Big-Data Systems 6. Implementation Architectures for Industry 4.0 Systems 7. Modelling -up of Industry 4.0 Systems 9. Modular SCADA Systems 10. Virtual and Augmented Reality Systems 11. Typical Projects of Industry	ZK Multi-Agent and A g Methods 8. Sim	3 Autonomous ulations for
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