Study plan

Name of study plan: N-PRI-CP prezen ní navazující studium od 20/21 Process Management

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: 81
The role of the block: Z

Code of the group: N-PRI-CP 3S OD 20/21
Name of the group: N-PRI-CP 3. semestr od 20/21 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 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
G63C3201	*Petr Makovský* **Petr Makovský** *Petr Makovský (Gar.)*	ZK	3	2P+0C	Z	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 20/21 Name=N-PRI-CP 3. semestr od 20/21 povinné p edm ty

G63C3201		ZK	3
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: CP 4S 20/21 POV
Name of the group: Povinné p edm ty, prezen ní forma, 4. semestr, 20/21
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=CP 4S 20/21 POV Name=Povinné p edm ty, prezen ní forma, 4. semestr, 20/21

G00C4102	Diploma Thesis		Z	12
G63C4401	Information System Design		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: PROCM CP 1S20/21 POV
Name of the group: PRI CP navazující studium specializace Process Management 1. semestr povinné p edm ty
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
G16E1401	**Marketing Innovations**	Z,ZK	6	2P+2C	Z	z
G16C1401	**Innovation Marketing**	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
G63C1102	**Statistical Analysis**	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=PROCM CP 1S20/21 POV Name=PRI CP navazující studium specializace Process Management 1. semestr 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
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.				
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: PRO CM 2S 20/21 POV
Name of the group: 2. semestr PRI povinné p edm ty od 20/21 specializace Process Management
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 5 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
G63C2302	**Financial Law**	ZK	3	2P+0C		z
G63C2201	**Microeconomic Theory** *Petr Makovský*	ZK	3	2P+0C	*	z
G00C3101	**Diploma Thesis Project**	Z	0	1P+0C		z
G16C2501	**HR Management Systems**	Z,ZK	6	2P+2C		z

Characteristics of the courses of this group of Study Plan: Code=PRO CM 2S 20/21 POV Name=2. semestr PRI povinné p edm ty od 20/21 specializace Process Management

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.				
G63C2302	Financial Law		ZK	3
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.				
G00C3101	Diploma Thesis Project		Z	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 learn effective strategies, policies and practices for efficient people management in the organization and the main tasks of managers in various activities of people management in the organization.				

Name of the block: Compulsory courses in the specialization
Minimal number of credits of the block: 12
The role of the block: PS

Code of the group: PROCM CP 4S 20/21 SP
Name of the group: Specializa ní p edm ty, prezen ní forma,4.semestr, 20/21, Process management
Requirement credits in the group: In this group you have to gain 3 credits
Requirement courses in the group: In this group you have to complete 1 course
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
G16E0501	**Social Competences in Project and Process Management**	Z	3	0P+2C		PS

Characteristics of the courses of this group of Study Plan: Code=PROCM CP 4S 20/21 SP Name=Specializa ní p edm ty, prezen ní forma,4.semestr, 20/21, Process management

G16E0501	Social Competences in Project and Process Management		Z	3

Code of the group: PRO CM 2S 20/21
Name of the group: 2. semestr PRI p edm ty specializace Process Management
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
G16E2302	**Business Process Management**	Z,ZK	6	2P+2C		PS

Characteristics of the courses of this group of Study Plan: Code=PRO CM 2S 20/21 Name=2. semestr PRI p edm ty specializace Process Management

G16E2302	Business Process Management		Z,ZK	6

Code of the group: PROCM CP 3S 20/21 SP
Name of the group: 3. semestr PRI p edm ty specializace Process Management
Requirement credits in the group: In this group you have to gain 3 credits
Requirement courses in the group: In this group you have to complete 1 course
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
G16E3301	**Six Sigma**	ZK	3	0P+2C		PS

Characteristics of the courses of this group of Study Plan: Code=PROCM CP 3S 20/21 SP Name=3. semestr PRI p edm ty specializace Process Management

G16E3301	Six Sigma		ZK	3
The course is aimed at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques) used in this approach and a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).				

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: PROCM CP 1S 20/21 SP
Name of the group: PRI CP navazující studium specializace Process Management 1. semestr p edm ty
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
G16E1302	**Lean Manufacturing**	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=PROCM CP 1S 20/21 SP Name=PRI CP navazující studium specializace Process Management 1. semestr p edm ty

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.				

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: PRO CM PVP 20/21
Name of the group: Povinn volitelné p edm ty od 20/21 Process management
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 at least 2 courses (at most 4)
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
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
G16E0102	**Managing in an International Environment**	Z,ZK	3	1P+1C		PV
G04E0202	**Meetings and Negotiations in English**	Z,ZK	6	0P+4C	L	PV
G66C0101	**Reflections of Technical Innovations in Culture**	ZK	3	2P+0C	L	PV
G16C0301	**Lean Management Practice**	ZK	3	0P+2C		PV
G16E0203	**Project Innovation Management**	Z,ZK	6	2P+2C		PV
G16E0202	**Project Technology Management**	Z,ZK	6	2P+2C		PV
G16C1302		Z,ZK	6	2P+2C		PV
G65C0103		Z,ZK	3	1P+1C		PV
G16C0104	**Solving Real World Problems**	ZK	3	0P+2C		PV
G16E0501	**Social Competences in Project and Process Management**	Z	3	0P+2C		PV

G16E0401	**Strategies of Entering New Markets**	Z,ZK	3	1P+1C		PV
G65C0201	**Territorial Management Planning**	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=PRO CM PVP 20/21 Name=Povinn volitelné p edm ty od 20/21 Process management

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 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.		
G16C0101	Balanced Scorecard	Z,ZK	6
G04E0201	English for Intercultural Communication	Z,ZK	6
The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2		
G65E4101	European Union and Regional Policy	ZK	3
The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.		
G04E0203	Global Virtual Teams	Z,ZK	6
At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper.		
G16E0102	Managing in an International Environment	Z,ZK	3
The preparatory phase. Implementation: knowledge transfer and possible adaptations. Strategic partnership and consequences on the cooperation. Relations with other foreign stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Managerial skills and competences. Knowing oneself and developing ones competences.		
G04E0202	Meetings and Negotiations in English	Z,ZK	6
English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.		
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.		
G16C0301	Lean Management Practice	ZK	3
The aim of the course is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real problems from economic practice. According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors.		
G16E0203	Project Innovation Management	Z,ZK	6
Successful innovation requires much more than the management of individual aspects of the innovation process within the institution; it also requires a systemic project approach that deals with the interactions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually focuses on goals and procedures for innovation planning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can limit project team members to working only within the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project team members are highly flexible, innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive corporate culture, a focus on the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate motivation for innovation are often the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Innovation management, the implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should answer the following framework topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, create a project budget, define and allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the project. How to adequately protect intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best innovative companies.		
G16E0202	Project Technology Management	Z,ZK	6
Technology project management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technological innovations, especially in production, have long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessary to examine the preparatory, implementation, and commercial activities of technology management in a more comprehensive form. Technology project management is more goal-oriented, time-bound, and has a project organizational structure and budget. After completing the course, students should answer the following framework topics: define the nature, importance, and key functions of project technology management with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology assessment. Explain the relationships of business management to the development of the product, production, and service technologies. Characterize the process of technological forecasts, foresight, and creation of the technology strategy of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protection of technological intellectual property and the need to commercialize their own technologies at the level of industry, region, or state.		
G16C1302		Z,ZK	6
G65C0103		Z,ZK	3
G16C0104	Solving Real World Problems	ZK	3
The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.		
G16E0401	Strategies of Entering New Markets	Z,ZK	3
The choice to internationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the implementation; relations with partners; follow up and the results.		

G65C0201	Territorial Management Planning	ZK	3

Code of the group: PRO CM PVT 20/21
Name of the group: Povinn volitelné technické p edm ty od 20/21 Process management
Requirement credits in the group: In this group you have to gain 9 credits
Requirement courses in the group: In this group you have to complete at least 2 courses (at most 3)
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
G77C0009	**Information Security Management and Implementation**	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=PRO CM PVT 20/21 Name=Povinn volitelné technické p edm ty od 20/21 Process management

G77E0011	Environmental Technology	ZK	3
G77C0001	Technology Assessment	ZK	3
G77C0007	Communication Systems and Networks	ZK	3
	Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.		
G77C0003	Transportation Engineering Projects	ZK	3
G77C0008	Robotics	Z,ZK	6
G16C0601	Technology Forecasting	Z,ZK	3
G77C0004	Smart Cities Technologies	ZK	3
	The subject Technology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the technological, social and economic development of society.		
G77C0009	Information Security Management and Implementation	ZK	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
G00C3101	Diploma Thesis Project	Z	0
G00C4102	Diploma Thesis	Z	12
G04E0201	English for Intercultural Communication	Z,ZK	6
	The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2		
G04E0202	Meetings and Negotiations in English	Z,ZK	6
	English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.		
G04E0203	Global Virtual Teams	Z,ZK	6
	At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual		

teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper.

G16C0101	Balanced Scorecard	Z,ZK	6
G16C0104	Solving Real World Problems	ZK	3
The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors.		
G16C0301	Lean Management Practice	ZK	3
The aim of the course is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real problems from economic practice. According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors.		
G16C0601	Technology Forecasting	Z,ZK	3
G16C1201	Project Management	Z,ZK	6
G16C1302		Z,ZK	6
G16C1401	Innovation Marketing	Z,ZK	6
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 learn effective strategies, policies and practices for efficient people management in the organization and the main tasks of managers in various activities of people management in the organization.		
G16C3101		Z,ZK	6
G16C3102	Innovation Management and Innovation Project	Z,ZK	6
Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation, a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematic-analytical methods and techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.		
G16C3103		Z,ZK	6
G16E0102	Managing in an International Environment	Z,ZK	3
The preparatory phase. Implementation: knowledge transfer and possible adaptations. Strategic partnership and consequences on the cooperation. Relations with other foreign stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Managerial skills and competences. Knowing oneself and developing ones competences.		
G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.		
G16E0202	Project Technology Management	Z,ZK	6
Technology project management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technological innovations, especially in production, have long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessary to examine the preparatory, implementation, and commercial activities of technology management in a more comprehensive form. Technology project management is more goal-oriented, time-bound, and has a project organizational structure and budget. After completing the course, students should answer the following framework topics: define the nature, importance, and key functions of project technology management with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology assessment. Explain the relationships of business management to the development of the product, production, and service technologies. Characterize the process of technological forecasts, foresight, and creation of the technology strategy of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protection of technological intellectual property and the need to commercialize their own technologies at the level of industry, region, or state.		
G16E0203	Project Innovation Management	Z,ZK	6
Successful innovation requires much more than the management of individual aspects of the innovation process within the institution; it also requires a systemic project approach that deals with the interactions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually focuses on goals and procedures for innovation planning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can limit project team members to working only within the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project team members are highly flexible, innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive corporate culture, a focus on the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate motivation for innovation are often the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Innovation management, the implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should answer the following framework topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, create a project budget, define and allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the project. How to adequately protect intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best innovative companies.		
G16E0401	Strategies of Entering New Markets	Z,ZK	3
The choice to internationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the implementation; relations with partners; follow up and the results.		
G16E0501	Social Competences in Project and Process Management	Z	3
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.		
G16E2302	Business Process Management	Z,ZK	6

G16E3301	Six Sigma	ZK	3
The course is aimed at practical application of how the individual components (methods and techniques - mainly applied statistical methods and techniques) used in this approach and a common application of these components throughout the DMAIC cycle (Define, Measure, Analyze, Improve, Control).			
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.			
G63C2201	Microeconomic Theory	ZK	3
The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms.			
G63C2301	Controlling	Z,ZK	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.			
G63C2302	Financial Law	ZK	3
G63C3201		ZK	3
G63C4401	Information System Design	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			
G65C0103		Z,ZK	3
G65C0201	Territorial Management Planning	ZK	3
G65E4101	European Union and Regional Policy	ZK	3
The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.			
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.			
G77C0001	Technology Assessment	ZK	3
G77C0003	Transportation Engineering Projects	ZK	3
G77C0004	Smart Cities Technologies	ZK	3
The subject Technology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the technological, social and economic development of society.			
G77C0007	Communication Systems and Networks	ZK	3
Telecommunications: What does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost...), on land, underwater, and in space. For example: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twisted Pair? How a landline works. How the telephone network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G, etc. The more G, the better. How here and how elsewhere? Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me? We will walk around akovice. How television (including Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now Why the Internet is not for people but for things. The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity.			
G77C0008	Robotics	Z,ZK	6
G77C0009	Information Security Management and Implementation	ZK	3
G77E0011	Environmental Technology	ZK	3

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