Study plan

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

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G63C3201		ZK	3		
G16C3103		Z,ZK	6		
G16C3102	Innovation Management and Innovation Project	Z,ZK	6		
Concepts of innovation,	Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation,				
a macroeconomic view	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	n, 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		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: PROJM CP 1S20/21 POV

Project Management

Statistical Analysis

Corporate Financial Management

Name of the group: PRI CP navazující studium specializace Project 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

G16C1201

G63C1301

G63C1102

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.) G16E1401 Z,ZK 2P+2C 6 Ζ **Marketing Innovations** Z G16C1401 Z,ZK 6 2P+2C **Innovation Marketing** Ζ

Characteristics of the courses of this group of Study Plan: Code=PROJM CP 1S20/21 POV Name=PRI CP navazující studium specializace Project Management 1. semestr povinné p edm ty

2P+2C

2P+2C

2P+2C

Z

z

Z

6

6

6

Z,ZK

Z,ZK

Z,ZK

G16E1401 Marketing Innovations Z,ZK

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 source builds on th	a introductory courses of statistics and professes slightly advanced statistical analysis methods		

Code of the group: PROJM CP 2S 20/21POV

Name of the group: 2.semestr od 20/21 povinné p edm ty Project 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:

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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
G63C2301	Controlling	Z,ZK	6	2P+2C	L	Z
G63C2302	Financial Law	ZK	3	2P+0C		Z
G63C2201	Microeconomic Theory	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=PROJM CP 2S 20/21POV Name=2.semestr od 20/21 povinné p edm ty **Project 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 is	n the context and	against the
background of the m	anagement of basic business processes with an emphasis on the processes determining the effect of added value in the company	's activities. The ta	sks of controlling
are systematically e	cplained 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 managem	ent 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 componer	ts (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are	used to present t	he key principles
of controlling in the	company.		
G63C2302	Financial Law	ZK	3
G63C2201	Microeconomic Theory	ZK	3
The course introduc	es 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 focuse	ed on the development of managerial skills in managing people in the organization. Through lectures and seminars, students wil	l learn effective st	rategies, policies
and practices for eff	cient 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: PROJM CP 4S 20/21 SP

Name of the group: Specializa ní p edm ty, prezen ní forma,4.semestr, 20/21, Project 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=PROJM CP 4S 20/21 SP Name=Specializa ní p edm ty, prezen ní forma,4.semestr, 20/21, Project management

G16E0501	Social Competences in Project and Process Management	Z	3

Code of the group: PROJM CP 2S 20/21

Name of the group: 2.semestr od 20/21 p edm ty specializace Project 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	
G16E2201	Modern Approaches in Project Management	Z,ZK	6	2P+2C	L	PS	

Characteristics of the courses of this group of Study Plan: Code=PROJM CP 2S 20/21 Name=2.semestr od 20/21 p edm ty specializace Project management

G16E2201 Modern Approaches in Project Management Z,ZK 6	3
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Code of the group: PROJM CP 3S 20/21 SP

Name of the group: 3. semestr p edm ty specializace, Project management CP

Requirement credits in the group: In this group you have to gain at least 3 credits

Requirement courses in the group: In this group you have to complete at least 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
G16E0201	Agile BootCamp	KZ	3	0P+2C		PS

G16E0202 Project Technology Management	Z,ZK	6	2P+2C		PS	
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Characteristics of the courses of this group of Study Plan: Code=PROJM CP 3S 20/21 SP Name=3. semestr p edm ty specializace, Project management CP

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

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.

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: PROJM CP 1S 20/21 SP

Name of the group: PRI CP navazující studium specializace Project 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:

(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	
(G16E1201	Standards of Project Management	Z,ZK	6	2P+2C		PZ	

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

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.

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: PROJM PVP 20/21

Name of the group: Povinn volitelné p edm ty Project management od 20/21 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
G63E0202	Green Transition	Z,ZK	6	2P+2C		PV
G16E0102	Managing in an International Environment	Z,ZK	3	1P+1C		PV

	T		1		1		
G04E0202	Meetings and Negotiat	ions in English	Z,ZK	6	0P+4C	L	PV
G66C0101	Reflections of Technic	al Innovations in Culture	ZK	3	2P+0C	L	PV
G16C0301	Lean Management Pra	ctice	ZK	3	0P+2C		PV
G16E0203	Project Innovation Mai	agement	Z,ZK	6	2P+2C		PV
G16E0202	Project Technology Ma	nagement	Z,ZK	6	2P+2C		PV
G16C1302			Z,ZK	6	2P+2C		PV
G65C0103			Z,ZK	3	1P+1C		PV
G16C0104	Solving Real World Pro	blems	ZK	3	0P+2C		PV
G16E0501		Project and Process Management	Z	3	0P+2C		PV
G16E0401	Strategies of Entering		Z,ZK	3	1P+1C		PV
G65C0201			ZK	3	2P+0C		PV
00000201	Territorial Managemen	r riaillillig	211		21 +00		FV
Characteristics of	the courses of this group of	f Study Plan: Code=PROJM PVP 20/2	1 Name=Povi	nn volit	elné p ed	m ty P	roject
management od							
G16E0501	·	ect and Process Management				Z	3
G16E0201	Agile BootCamp	Decign Thinking and other agile innerestion principles	The serves intro	duana thuan	1	ΚZ	3
		Design Thinking and other agile innovation principles p and Agile across teams. In the main part, it will off					•
		ss. Teaching mode: completely online or hybrid, at a	-	-		o.g aa .	
G16E0202	Project Technology Manager	nent			Z	,ZK	6
Technology project ma	agement means not only decisions ab	out one's own technological research, innovative coo	peration, or techno	ology transfe	er. Technologi	cal innova	tions, especially
· ·		lecisions can pose significant financial problems for n			-		
•		agement in a more comprehensive form. Technology			-		
· · ·		he course, students should answer the following fra			-		·=
	-	of technological trends, risks, and opportunities, inno production, and service technologies. Characterize tl				-	
_		t plan for implementing new technology. Clarify the in	-	-		-	
	· · · · · · · · · · · · · · · · · · ·	es at the level of industry, region, or state.		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
G16C0101	Balanced Scorecard				Z	,ZK	6
G04E0201	English for Intercultural Com	munication				,ZK	6
The seminar will focus		nprehension in communication in a foreign language	e, and highlight cu	Itural differe	nces influenc	ing comm	unication, and
examine the role of lar	guage means in intercultural negotiation	ns. Outline of the subject: . Approaches to culture . C	ultural and langua	ge context ir	n communica	tion . Inter	cultural theories
and their influence on	ehaviour and language expression . In	ternational English as lingua franca . The most com-	mon mistakes as	a cause of m	nisunderstan	ding . Lan	guage practice
	idies on individual topics Language le						
G65E4101	European Union and Regior	•				ZK	3
	-	Regional Policy from the end of the Cold War until to	=				
	· ·	ous positions present in the debates (group projects	own positions). I	he objective	s of the cours	se are to e	xplain a modern
· · · · · · · · · · · · · · · · · · ·	Global Virtual Teams	of integration and practise argumentation skills.			7	71/	
G04E0203		students will conduct online in Global Virtual Teams	(GVTs) with stude	ante of Rusin		,ZK	Dublin City
	_	leborn University (Germany) and Tampere University					-
, , , , , , , , , , , , , , , , , , , ,		omplete tasks collaboratively and present joint resul		•	, ,		
0 0	•	orks in business context - a product, service, compa		J		•	
the basis of class sess	ons and feeds into students' GVT project	ts. In the final part of the course, students draw on the	e exchange experi	ence and as	pects of GVT	theory to	write individually
a paper.							
G63E0202	Green Transition				Z	,ZK	6
		n involving mostly energy production and industrial pr					
· ·		troduces different transition approaches focusing on			_		
1.	ry, and social changes. Theoretical co	ncepts of transformation will then be linked to curren	t reality in specific	regions (wi	th emphasis	on but not	limited to the
G16E0102	Managing in an Internationa	Environment			7	,ZK	3
	, 00	nd possible adaptations. Strategic partnership and c	onsequences on	the coopera			
	•	rsus locals. Managing multi-cultural teams. Remote	-	-			_
	eveloping ones competences.	5 5			Ü		
G04E0202	Meetings and Negotiations i	n English			Z	,ZK	6
		urses for follow-up students focused on functional lar	guage. The cours	e is intended			_
level. The course focu	es on a collaborative model of the Engl		iness meetings ar	id negotiatio	ns. Although	the course	e is not primarily
focused on confrontat	nal negotiation and communication st	sh language intended for a range of business or bus					
		sh language intended for a range of business or bus ategies, part of the explanation is devoted to strateg	ies and language	for preventi	ng and copin	g with con	
	_			-		-	frontational
with recordings of nat	s based on the modern, increasingly w	ategies, part of the explanation is devoted to strateg	ational English un	-	lingua franca	a. Listening	frontational
G66C0101	s based on the modern, increasingly w	ategies, part of the explanation is devoted to strategies, part of the explanation is devoted to strategidespread model of "International English", ie internation on collocations and idiomatics of American and	ational English un	-	lingua franca	-	frontational
G66C0101 The subject is intended	s based on the modern, increasingly we speakers of all English styles and fo Reflections of Technical Innofor students of the Master's study pro	ategies, part of the explanation is devoted to strategidespread model of "International English", ie internations on collocations and idiomatics of American and vations in Culture gram Project Management of Innovations. The teach	ational English un British English. ing is aimed at ga	derstood as	lingua franca	ZK owledge fr	frontational g materials work
G66C0101 The subject is intende innovation processes,	s based on the modern, increasingly we speakers of all English styles and fo Reflections of Technical Innofor students of the Master's study proor the understanding and internalization	ategies, part of the explanation is devoted to strategidespread model of "International English", ie internation on collocations and idiomatics of American and vations in Culture	ational English un British English. ing is aimed at ga	derstood as	lingua franca range of kno is an absolu	ZK owledge fr tely key.	frontational g materials work 3 om the field of
G66C0101 The subject is intende innovation processes, G16C0301	s based on the modern, increasingly we speakers of all English styles and for Reflections of Technical Innofor students of the Master's study proper the understanding and internalization.	ategies, part of the explanation is devoted to strategidespread model of "International English", ie internations on collocations and idiomatics of American and vations in Culture gram Project Management of Innovations. The teach	ational English un British English. ing is aimed at ga between science	derstood as aining a wide and culture	e range of knois an absolu	ZK bwledge frately key.	frontational g materials work 3 om the field of

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.

Successful innovat	ion requires much more than the management of individual aspects of the innovation process within the institution; it also re	equires a systemic projec	t approach that
deals with the inter	actions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management	usually focuses on goals a	and procedures
for innovation plan	ning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework	that can limit project team	n members to
working only within	the set of rules and measures of the institution. However, most innovation projects require an individual approach so that p	project team members are	highly flexible,
innovative, and cre	ative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a	supportive corporate cult	ure, a focus on
the socio-ecologica	ıl goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adec	quate motivation for innov	ation are often
the basic prerequis	ites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation proje	cts, Innovation manageme	ent, the
implementation an	d commercialization of innovations, and related intellectual property protection. After completing the course, the student should be a commercial transfer of the course o	ould answer the following	framework
topics: how to iden	ify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation p	lan, create a project budg	jet, define and
allocate resources	for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for	or the project. How to ade	quately protect
intellectual propert	y and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the	e best innovative compani	es.
G16C1302		Z,ZK	6
G65C0103		Z,ZK	3
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 fr	om economic practice. Ac	cording to the
client's assignmen	, 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 inter partners; follow up	nationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing pla and the results.	an; the implementation; re	lations with

Code of the group: PROJM PVT 20/21

Project Innovation Management

Territorial Management Planning

Name of the group: Povinn volitelné technické p edm ty od 20/21 Project 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:

G16E0203

G65C0201

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=PROJM PVT 20/21 Name=Povinn volitelné technické p edm ty od 20/21 Project 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
	pous on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences into	'	_
	language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commu	-	
	on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunde		
	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 students	lents at the upper i	ntermediate
	cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although	•	
	ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and		
situations. The cou	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fr with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engl	_	iteriais work
C04E0202	Global Virtual Teams		6
G04E0203	GIODAL VITUAL TEATHS iis course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a	Z,ZK	6
), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Worl		-
	English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the		
_	will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical in		
the basis of class s	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.		
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0104	Solving Real World Problems	ZK	3
The aim of the cou	irse 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
	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 c	purse is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real proble		practice.
	According to the client's assignment, student teams solve the problem with the support of teachers who become their mento		_
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
	sed on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will lea	_	
	tices for efficient people management in the organization and the main tasks of managers in various activities of people managemen		ı
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	view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, syst techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	emanc-analytical n	ietiious and
G16C3103	toominguo of innovation, occitomic aspects of innovation, intensectal property of innovation and regar aspects.	Z,ZK	6
G16E0102	Managing in an International Environment	Z,ZK	3
	Managing in an International Environment phase. Implementation: knowledge transfer and possible adaptations. Strategic partnership and consequences on the cooperation.		
	e DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Manage		_
	Knowing oneself and developing ones competences.		
G16E0201	Agile BootCamp	KZ	3
	urse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three method	s that work well tog	ether within
	nctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the		ementation
	esign Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during		
G16E0202	Project Technology Management	Z,ZK	6
	management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technology transfer.	-	
-	long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessive companies and companies of technology management in a more companies for most companies to management in more goal or	=	
=	nd commercial activities of technology management in a more comprehensive form. Technology project management is more goal-or onal structure and budget. After completing the course, students should answer the following framework topics: define the nature, imp		
	management with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology assessr	=	
	gement to the development of the product, production, and service technologies. Characterize the process of technological forecasts,		-
	gy of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protection	-	
	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 innovat	ion requires much more than the management of individual aspects of the innovation process within the institution; it also requires a	systemic project ap	proach that
	actions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually for	_	-
· · · · · · · · · · · · · · · · · · ·	ning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can lead to the control within the institution of the control within the institution.		
	the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project tea		
iiiiovative, and cre	ative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportiv	e corporate culture	, a locus 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. Strategies of Entering New Markets 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 3 G16E1201 Standards of Project Management 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. G16E1401 Marketing Innovations 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. G16E2201 Modern Approaches in Project Management Z.ZK 6 G63C1102 Statistical Analysis Z,ZK 6 The course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods. G63C1301 Z.ZK Corporate Financial Management 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 3 The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms. G63C2301 Z,ZK 6 Controlling 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 G63E0202 **Green Transition** Green transition is sometimes imagined as a technical question involving mostly energy production and industrial processes. Nonetheless, wider societal, economic and political contexts are indispensable to successful transformation. The course introduces different transition approaches focusing on such wider frameworks and stressing the interconnections between politics, markets, industry, and social changes. Theoretical concepts of transformation will then be linked to current reality in specific regions (with emphasis on but not limited to the G65C0103 Z,ZK 3 G65C0201 Territorial Management Planning ZK 3 G65F4101 European Union and Regional Policy 7K 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 7K 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 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 Z.ZK Robotics

G77C0009	Information Security Management and Implementation	ZK	3
G77E0011	Environmental Technology	ZK	3

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