Study plan

Name of study plan: Regional Studies, prezen ní forma, AR 22/23

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: REGS P 1S 22/23 PV Name of the group: Povinné p edm ty, 1. semestr, Regional Studies Requirement credits in the group: In this group you have to gain at least 24 credits Requirement courses in the group: In this group you have to complete at least 4 courses Credits in the group: 24 Note on the group:

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 Marek Jemala	Z,ZK	6	2P+2C	Z	Z
G16C1401	Innovation Marketing Tomáš Sadílek	Z,ZK	6	2P+2C		Z
G16C1201	Project Management Petr Fanta	Z,ZK	6	2P+2C		Z
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z
G63C1102	Statistical Analysis Ji í Zmatlík	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 1S 22/23 PV Name=Povinné p edm ty, 1. semestr, Regional Studies

G16E1401	Marketing Innovations	Z,ZK	6
The primary role of inno	vation in marketing is to gain new customers, improve goodwill, increase sales and profitability of the company. At the begin	ning of the innova	tion process,
innovative marketing sh	ould help identify new market opportunities and risks and improve the research of customer needs. During developing a new	product, innovati	on marketing is
to ensure the constant i	nvolvement of customers and users in this process. And at the end of the innovation process, innovation marketing ensures t	the successful intr	oduction of a
new product, technology	y, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation process	s to ensure that c	ustomer and
market orientation is in	ine with advances in products and technologies, which often lead to the application of new marketing approaches. We addre	ss these main as	pects 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 c	omprehensive view of building the essential aspects of financial management of business processes and projects. Students h	ave the opportuni	ty to understand
the main concepts, tools	s and methods of financial management of processes and projects and their use in decision-making practice. Substantial em	phasis is placed o	on evaluating the
financial performance of	f the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods	of financing the c	ompany, project
financing, methods of fir	nancial planning and forecasting, and valuation techniques.		
G63C1102	Statistical Analysis	Z,ZK	6
The course builds on the	e introductory courses of statistics and prefaces slightly advanced statistical analysis methods.	-	

Code of the group: REGS P 2S 22/23 PV

Name of the group: Povinné p edm ty, 2. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 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 Theodor Beran	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 Petr Vym tal	Z	0	1P+0C		Z
G16C2501	HR Management Systems Martin Šiký	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 2S 22/23 PV Name=Povinné p edm ty, 2. semestr, Regional Studies, prezen ní forma

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	n the context and	against the
background of the ma	nagement 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 ex	plained according to the time perspective in the scope of corporate strategies and operational management, including the role	of the controller ir	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	s that can be used	l to manage
	s (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 c	ompany.		
G63C2302	Financial Law	ZK	3
G63C2201	Microeconomic Theory	ZK	3
The course introduce	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	on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will	l learn effective st	rategies, policies
and practices for efficience	ient 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: REGS P 3S 22/23 PV

Name of the group: Povinné p edm ty, 3. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 21 credits Requirement courses in the group: In this group you have to complete at least 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
32MC-P-MACT-01	Macroeconomic Theory Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C		Z
G16C3103	Lucie Plzáková	Z,ZK	6	2P+2C		Z
32MC-P-ROAN-01	Decision Analysis Ji í Zmatlík Ji í Zmatlík Ji í Zmatlík (Gar.)	Z,ZK	6	2P+2C		Z
32MC-P-RIIP-01	Innovation Management and Innovation Project Petr Fanta Petr Fanta Petr Fanta (Gar.)	Z,ZK	6	2P+2C		Z
G16C3102	Innovation Management and Innovation Project Dagmar Skokanová	Z,ZK	6	2P+2C		Z
32MC-P-STRR-01	Strategic Management Dana Zadražilová, Tomáš Sadílek, Vladimíra Šilhánková Tomáš Sadílek Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		Z
G16C3101	Dana Zadražilová	Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 3S 22/23 PV Name=Povinné p edm ty, 3. semestr, Regional Studies, prezen ní forma

G63C3201		ZK	3				
32MC-P-MACT-01	Macroeconomic Theory	ZK	3				
G16C3103		Z,ZK	6				
32MC-P-ROAN-01	Decision Analysis	Z,ZK	6				
The aim of the subject	The aim of the subject Decision Analysis is to acquaint students with the basic methods of decision-making in technical and economic, to use appropriate tools within decision-making						
processes.							

32MC-P-RIIP-01 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, pro	1 '	rvice innovation
a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation,		
techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	systematic analyti	
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 innovatio	duct innovation, se	rvice innovation,
a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation,	systematic-analyti	cal methods and
techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.		
32MC-P-STRR-01 Strategic Management	Z,ZK	6
The subject is focused on strategic planning and management, including the necessary contexts and links, as one of the main tools for long-term planni	ng and direction of	the organization
as a whole or part of it (enterprise or institution of any type or even municipality, region or state). As part of teaching the subject, relevant case studie	s from practice wi	ill be used. In the
center of attention are questions of competitiveness, competitive advantages, changes in the configuration of business processes and their influence	e on the process of	of integration of
the Czech economy and Czech companies into global trade.		
G16C3101	Z,ZK	6

Code of the group: REGS P 4S 22/23 PV

Name of the group: Povinné p edm ty, 4. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 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
32MC-P-DIPR-01	Diploma Thesis Petr Makovský, Ji í Zmatlík, Petr Fanta, Dana Zadražilová, Tomáš Sadílek, Vladimíra Šilhánková, Miroslav Sponer, Michael Pond Ií ek, Dalibor Vytla il, 	z	12			Z
G00C4102	Diploma Thesis Petr Vym tal	Z	12			Z
32MC-P-PRIS-01	Information System Design Ji í Kaiser Ji í Kaiser Ji í Kaiser (Gar.)	Z,ZK	6	2P+2C		Z
G63C4401	Information System Design Ji í Kaiser	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 4S 22/23 PV Name=Povinné p edm ty, 4. semestr, Regional Studies, prezen ní forma

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32MC-P-DIPR-01	Diploma Thesis	Z	12
G00C4102	Diploma Thesis	Z	12
32MC-P-PRIS-01	Information System Design	Z,ZK	6
Fundamental terms, infe	ormation systems architecture, basic types of software applications for information system of enterprise, information system li	ecycle, approach	es to information
system development, m	anagement information systems, web audit, business process modeling using BPMN, UML and others, information system r	nodeling - UML ar	d data modeling
using ER diagrams			
G63C4401	Information System Design	Z,ZK	6
Fundamental terms, infe	ormation systems architecture, basic types of software applications for information system of enterprise, information system li	ecycle, approach	es to information
system development, m	anagement information systems, web audit, business process modeling using BPMN, UML and others, information system r	nodeling - UML ar	d data modeling
using ER diagrams			

Name of the block: Povinné p edm ty zam ení Minimal number of credits of the block: 18 The role of the block: PZ

Code of the group: REGS P 22/23 SP

Name of the group: Specializa ní p edm ty, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group:

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
G65E3101	City Competitiveness Vladimíra Šilhánková	ZK	3	2P+0C	Z	ΡZ
32ME-P-CICO-01	City Competitiveness Vladimíra Šilhánková	ZK	3	2P+0C		ΡZ

32ME-P-EUPO-01	European Union and Regional Policy Petr Fanta Petr Fanta Petr Fanta (Gar.)	ZK	3	2P+0C		PZ
G65E4101	European Union and Regional Policy Petr Fanta	ZK	3	2P+0C		PZ
G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PZ
G65E1301	Smart Cities and Regions Martin Maštálka	Z,ZK	6	2P+2C		PZ
prezen ní forma	he courses of this group of Study Plan: Code=REGS P 22/23 S	P Name=Spec	ializa ní			
	City Competitiveness				ZK	3
	alizing world cities increasingly find themselves in a competitive environment. The dev					
practice will be used as pa		city and with basic s	li alegies io	Solve mem. N	eleval il cas	
	City Competitiveness				ZK	3
1	alizing world cities increasingly find themselves in a competitive environment. The dev	elopment of one set	lement is c	1		-
1 ,0	e aim of the course is to acquaint students with current problems of the contemporary					
practice will be used as pa	art of the course teaching.	-	-			
32ME-P-EUPO-01 E	European Union and Regional Policy				ZK	3
	relopments in the EU and in the EU Regional Policy from the end of the Cold War unti	il today. It focuses on	relevant is	sues of the in	egration pr	ocess. It is
based on lectures, class d	iscussions and presentations of various positions present in the debates (group projec	ts / own positions). T	he objectiv	es of the cours		
		ts / own positions). T	he objectiv	es of the cours		
development of the EU, and	iscussions and presentations of various positions present in the debates (group projec	ts / own positions). T	he objectiv			
development of the EU, an G65E4101	iscussions and presentations of various positions present in the debates (group projec nalyse key points in particular areas of integration and practise argumentation skills.				e are to exp	olain a mode
development of the EU, an G65E4101 E The course discusses development	iscussions and presentations of various positions present in the debates (group projec halyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy	il today. It focuses on	relevant is	sues of the in	se are to exp ZK	olain a mode 3 ocess. It is
development of the EU, ar G65E4101 E The course discusses dev based on lectures, class d	iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy velopments in the EU and in the EU Regional Policy from the end of the Cold War unti	il today. It focuses on	relevant is	sues of the in	se are to exp ZK	olain a mode 3 ocess. It is
development of the EU, ar G65E4101 E The course discusses dev based on lectures, class d development of the EU, ar	iscussions and presentations of various positions present in the debates (group project halyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy relopments in the EU and in the EU Regional Policy from the end of the Cold War unti iscussions and presentations of various positions present in the debates (group project	il today. It focuses on	relevant is	sues of the in es of the cours	se are to exp ZK	olain a mode 3 ocess. It is
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development of the EU, ar G65E4101 E The course discusses development of the EU, ar development of the EU, ar G65E2301 F he goal is to understand th	iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy relopments in the EU and in the EU Regional Policy from the end of the Cold War unti iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. Regional Development and Planning	il today. It focuses on ts / own positions). T t of European Union	relevant is he objectiv as well as	sues of the in es of the cours Z Czech Repub	EXE are to exp EXE EXE EXE EXE EXE EXE	olain a mode 3 occess. It is olain a mode 6 olanning as s
development of the EU, ar G65E4101 E The course discusses development of the EU, ar development of the EU, ar G65E2301 F he goal is to understand th tool of development. Stude	iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy relopments in the EU and in the EU Regional Policy from the end of the Cold War unti iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. Regional Development and Planning the reason, mission and specifics of regional and municipal development in the context	il today. It focuses on ts / own positions). T t of European Union t. A particular attenti	relevant is he objectiv as well as on will be p	sues of the in es of the cours Z Czech Repub	ZK regration prose are to exp ZK ZK lic, and of p dle-Europea	olain a mode 3 occess. It is olain a mode 6 olanning as
development of the EU, ar G65E4101 E The course discusses development of the EU, ar G65E2301 F he goal is to understand th tool of development. Stude culture and planning systemed	iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. European Union and Regional Policy relopments in the EU and in the EU Regional Policy from the end of the Cold War unti iscussions and presentations of various positions present in the debates (group project nalyse key points in particular areas of integration and practise argumentation skills. Regional Development and Planning the reason, mission and specifics of regional and municipal development in the context ents should know the core European concepts of regional and municipal development	il today. It focuses on ts / own positions). T t of European Union t. A particular attenti ivironmental plannin	relevant is he objectiv as well as on will be p g. Students	sues of the in es of the cours Z Czech Repub	ZK regration prose are to exp ZK ZK lic, and of p dle-Europea	olain a mode 3 occess. It is olain a mode 6 olanning as a an planning
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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: REGS P 22/23 PVP Name of the group: Povinn volitelné p edm ty, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 12 credits Requirement courses in the group:

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
32ME-P-ADFM-01	Advanced Topics in Financial Management Helmuth Yesid Arias Gomez, Tuugi Tugsjargal Chuluun Tuugi Tugsjargal Chuluun Tuugi Tugsjargal Chuluun (Gar.)	Z,ZK	3	0P+2C		PV
32ME-P-AGBC-01	Agile BootCamp Petr Fanta, Petra Jílková, Dagmar Skokanová Dagmar Skokanová Petr Fanta (Gar.)	KZ	3	24B		PV
G16E0201	Agile BootCamp Dagmar Skokanová	KZ	3	0P+2C		PV
G16C0101	Balanced Scorecard	Z,ZK	6	2P+2C	Z,L	PV
G16E2302	Business Process Management Petra Šeráková	Z,ZK	6	2P+2C		PV
32ME-P-BPMN-01	Business Process Management Petra Šeráková Petra Šeráková (Gar.)	Z,ZK	6	2P+2C		PV
32ME-P-CHIN-01	China's Innovations and Global Influence Jan Švec Jan Švec Jan Švec (Gar.)	ZK	3	2P+0C		PV
127CP11	City Planning 11 Ji í Kugl, Ivan Horký, Václav Jetel, Ji í Kupka Ji í Kugl Ji í Kugl (Gar.)	ZK	2	2P	Z,L	PV
32ME-P-CLCH-01	Climate Change Causalities Michael Pond lí ek Michael Pond lí ek (Gar.)	Z,ZK	6	3P+1C		PV
32MC-P-VLAD-01	Public Sector Governance Radim Bureš Radim Bureš Radim Bureš (Gar.)	Z	3	0P+2C		PV

32ME-P-EFNM-01	Economic and Financial Management	КZ	3	0P+2C		51/
	Ji í Zmatlík Ji í Zmatlík Ji í Zmatlík (Gar.) Economic and Financial Modelling					PV
G63E3301	Ji í Zmatlík	KZ	3	0P+2C		PV
G63E0201	Economics of Climate Change Ond ej Kolínský	Z,ZK	6	2P+2C		PV
32ME-P-ECCH-01	Economics of Climate Change	Z,ZK	6	2P+2C		PV
G04E0201	English for Intercultural Communication Ond ej Galuška	Z,ZK	6	0P+4C	Z,L	PV
32ME-P-ENIC-01	English for Intercultural Communication Ond ej Galuška, Kryštof Beták Ond ej Galuška (Gar.)	Z,ZK	6	0P+4C		PV
G65C0202	Environmental Aspects of Regional Development Michael Pond Ií ek	ZK	3	2P+0C		PV
32MC-P-ENAR-01	Environmental Aspects of Regional Development Michael Pond Ií ek Michael Pond Ií ek Michael Pond Ií ek (Gar.)	ZK	3	2P+0C		PV
32ME-P-FMRI-01	Financial Markets and Risk Management Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C		PV
G63E2301	Financial Markets and Risk Management Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	L	PV
G63E0202	Green Transition Ond ej Kolínský	Z,ZK	6	2P+2C		PV
32ME-P-PIMN-01	Innovation Project Management Marek Jemala Marek Jemala (Gar.)	Z,ZK	6	2P+2C		PV
127XKRS	Landscape and Settlements	Z	2	2P	L	PV
32ME-P-MINE-01	Ji í Kupka, Zuzana Pešková Ji í Kupka Ji í Kupka (Gar.) Management in International Environment Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
G16E0102	Monaging in an International Environment Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
G04E0202	Meetings and Negotiations in English Dagmar Skokanová	Z,ZK	6	0P+4C	L	PV
32ME-P-MNEN-01	Meetings and Negotiations in English Gene Maurice Prior Gene Maurice Prior (Gar.)	Z,ZK	6	0P+4C		PV
32ME-P-MEPO-01	Monetary Economics and Policy Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	Z,ZK	6	2P+2C		PV
G63E4201	Monetary Economics and Policy Aliya Algozhina	Z,ZK	6	2P+2C		PV
32MC-P-OTIK-01	Reflections of Technical Innovations in Culture Kate ina Tomešková Kate ina Tomešková (Gar.)	ZK	3	2P+0C		PV
G66C0101	Reflections of Technical Innovations in Culture Kate ina Tomešková	ZK	3	2P+0C	L	PV
G00C4104	Practice So a Cupalová	Z	6	180XH		PV
32MC-P-PRX1-01	Internship So a Cupalová, Libor Cupal So a Cupalová So a Cupalová (Gar.)	Z	6	180XH		PV
G16C0301	Lean Management Practice	ZK	3	0P+2C		PV
G16E0203	Tomáš Sadílek Project Innovation Management	Z,ZK	6	2P+2C		PV
32ME-P-PTMN-01	Marek Jemala Project Technology Management	Z,ZK	6	2P+2C		PV
G65C0103	Marek Jemala Marek Jemala Marek Jemala (Gar.)	Z,ZK	3	1P+1C		PV
32MC-P-RGIS-01	Regional Studies	ZK	3	2P+0C		PV
G16C0104	Vladimíra Šilhánková Vladimíra Šilhánková Vladimíra Šilhánková (Gar.) Solving Real World Problems	ZK	3	0P+2C		PV
G16C0201	Tomáš Sadílek Service Design	Z,ZK	3	0P+2C		PV PV
	Petra Jílková Service design					
32MC-P-SDES-01	Petra Jílková Social Competences in Project and Process Management	Z,ZK	3	0P+2C		PV
32ME-P-SCOM-01	Petr Fanta Petr Fanta Petr Fanta (Gar.)	Z	3	0P+2C		PV
G16E0501	Social Competences in Project and Process Management Martin Šiký	Z	3	0P+2C		PV
32MC-P-SVRG-01	Social Relations in the Regions Lucie Plzáková Lucie Plzáková (Gar.)	Z,ZK	3	1P+1C		PV
32MC-P-SPOL-01	Public and Private Sector Collaboration Radim Bureš, Libor Cupal Radim Bureš Radim Bureš (Gar.)	Z,ZK	3	1P+1C		PV
G16E0401	Strategies of Entering New Markets Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32ME-P-SENM-01	Strategies of Entering New Markets Vincent Blaise Montenero Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV

G65C0201	Territorial Management Planning Vladimíra Šilhánková	ZK	3	2P+0C		PV
Characteristics of Studies, prezen n	the courses of this group of Study Plan: Code=REGS P 22/23 P\ í forma	/P Name=Pov	inn vol	itelné p edm	ty, Re	gional
	Advanced Topics in Financial Management			Z,Zł	(3
	course equips students with the main valuation models that are crucial tools for financial	analysts. Key topic	s include re	,		-
	Itiple techniques, and presenting financial market research. The course evolves from cor					
master the main valuation	on models through problem sets and then apply these models in real-world scenarios usi	ng business case	studies. Thr	oughout the seme	ester, we	will discuss
and present on global fi	nancial and economic news.					
32ME-P-AGBC-01	Agile BootCamp			KZ		3
Agile Bootcamp course	eaches students the fundamentals of Design Thinking and other agile innovation principle	es. The course intro	oduces thre	e methods that wo	ork well to	ogether within
the same cross-function	al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will o	ffer the right tools	and technic	ues for the design	n and im	olementation
of Design Sprints, includ	ling a practical test of the entire process.					
G16E0201	Agile BootCamp			KZ		3
Agile Bootcamp course	eaches students the fundamentals of Design Thinking and other agile innovation principle	es. The course intro	oduces thre	e methods that wo	ork well to	ogether within
the same cross-function	al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will o	ffer the right tools	and technic	ues for the design	n and im	olementation
of Design Sprints, includ	ling a practical test of the entire process. Teaching mode: completely online or hybrid, at	a specific time/wee	ek during th	e semester.		
G16C0101	Balanced Scorecard			Z,Zł	(6
G16E2302	Business Process Management			Z,Zł	(6
32ME-P-BPMN-01	Business Process Management			Z,Zł	(6
	China's Innovations and Global Influence			ZK	-	3
	exploration of China's ability to combine dictatorship with technology innovations, and its	arowing global rol	e includina		ope We	
	's political and economic system. That would give us the important basis for understandir		-	-		
	chnology in everyday life in China, how it impacts economy, but also how the governmer	•	•			
	ow dependence on China might impact Europe. Last but not least, we will hypothesize o				,	
127CP11	City Planning 11			ZK		2
-	e design in history, form of the city, typology of urban space, philosophies behind, practic	es of urban space	design in E	1	context, l	and-use,
	rvation of cities, urban ecology, trends and policies in urban planning and regional develo	-	Ū	·		
	Climate Change Causalities			Z,Zk		6
	dents an overview of the links and relationships between adaptation, resiliency, and mitig	ation. In the field of	f state adm			-
-	ne environment and processes associated with the preparation of investments, the stude				-	-
and estimate the main a	daptation processes and their difficulty for a given settlement or area. Students will get cl	ear information abo	out the proc	esses and activiti	es assoc	iated with the
planning and implement	ation of adaptations and mitigations on a living basis, but also at the regional, national, and	European level. Th	ne course fo	ocuses, among oth	ner things	s, on students'
practical knowledge of t	ne effects of climate change, so managers from practice will be invited to lessons or sem	inars.				
32MC-P-VLAD-01	Public Sector Governance			Z		3
32ME-P-EFNM-01	Economic and Financial Management			KZ		3
	in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of as	sets, managemen	t of risk, an	d Portfolio allocat	on	
G63E3301	Economic and Financial Modelling			KZ		3
	in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of as	sets, managemen	t of risk, an		on	
G63E0201	Economics of Climate Change			Z,Zk		6
	Economics of Climate Change			Z,Zk		6
G04E0201	English for Intercultural Communication			Z,ZK		6
	n the importance of accuracy and comprehension in communication in a foreign language	ne and highlight cu	utural differ			
	uage means in intercultural negotiations. Outline of the subject: . Approaches to culture .			•		
-	ehaviour and language expression . International English as lingua franca . The most con	-	-			
	dies on individual topics Language level: CEFR B2				,g.	-9
	English for Intercultural Communication			Z,Zł		6
	n the importance of accuracy and comprehension in communication in a foreign language	e, and highlight cu	ultural differ			
	uage means in intercultural negotiations. Outline of the subject: . Approaches to culture . C			-		
-	whaviour and language expression . International English as lingua franca . The most con	-	-			
	dies on individual topics Language level: CEFR B2					0
G65C0202	Environmental Aspects of Regional Development			ZK		3
	Environmental Aspects of Regional Development			ZK		3
	Financial Markets and Risk Management			Z,Zł	,	6
	agement of financial risk recently tends towards strategies for hedging the portfolio, and	for designing an in	vestment s			
-	ions implementing the principles of variable income and fixed income. The Financial Mode					
	ance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit i			-		-
-	represent theoretical breakthroughs in the field of finance. When tackling this study, solid s					
	the models based on important benchmarks rooted in Mertons options theoretic approa					-
	mpared to its debt obligations. Other model statistically decomposes observed risky deb					
	of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical de	-	-			
	ics and economic intuition. They learn to use market instruments and market analyses to	-		-		-
the company capital ma	nagement hurled to financial markets.					

G63E2301 Financial Markets and Risk Management	Z,ZK	6
The analysis of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategies	1 1 1	-
course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inceptio	-	
The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for prici		
contribution, all of them represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills		
of risk relies on Many of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structura	terms related to t	he market value
of the firms assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums.	The set of models	pretends to
measure the credit risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding the	e models, while c	oncentrating on
their underlying economics 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 management hurled to financial markets.		
G63E0202 Green Transition	Z,ZK	6
Green transition is sometimes imagined as a technical question involving mostly energy production and industrial processes. Nonetheless, wider social	al, economic and	political contexts
are indispensable to successful transformation. The course introduces different transition approaches focusing on such wider frameworks and stres	sing the interconne	ections between
politics, markets, industry, and social changes. Theoretical concepts of transformation will then be linked to current reality in specific regions (with e	nphasis on but no	t limited to the
EU).		
32ME-P-PIMN-01 Innovation Project Management	Z,ZK	6
Successful innovation requires much more than the management of individual aspects of the innovation process within the institution; it also require	s a systemic proje	ct approach that
deals with the interactions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usual	y 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 c	an limit project tea	m 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 ar	e highly flexible,
innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a support		
the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate		
the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, In	-	
implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should a	-	-
topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, c		•
allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the	-	
intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best		
127XKRS Landscape and Settlements	Z	2
The optional course presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlement		-
the series of compulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering w	th various aspects	s, perspectives
and complementary topics that were not covered in the compulsory and optional courses.		
32ME-P-MINE-01 Management in International Environment	Z,ZK	3
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.		-
stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Management.	erial skills and cor	npetences.
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		
level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations.	0	
focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing a		
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling	la franca. Listening	g materials work
with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.		
32ME-P-MNEN-01 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		-
level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations.		per intermediate
	Although the course	per intermediate e is not primarily
focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing a	Although the course and coping with con	per intermediate e is not primarily nfrontational
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling	Although the course and coping with con	per intermediate e is not primarily nfrontational
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.	Although the course nd coping with con ua franca. Listening	per intermediate e is not primarily nfrontational g materials work
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English. 32ME-P-MEPO-01 Monetary Economics and Policy	Although the course and coping with con ua franca. Listening Z,ZK	per intermediate e is not primarily ifrontational g materials work
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English. 32ME-P-MEPO-01 Monetary Economics and Policy This course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of	Although the course and coping with con- ua franca. Listening Z,ZK three major parts.	per intermediate e is not primarily ifrontational g materials work 6 The first part
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English. 32ME-P-MEPO-01 Monetary Economics and Policy This course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of starts with a definition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then	Although the course and coping with con- ua franca. Listening Z,ZK three major parts. to the inner workir	per intermediate e is not primarily nfrontational g materials work 6 The first part ngs of financial
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.32ME-P-MEPO-01Monetary Economics and PolicyThis course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of starts with a definition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then markets, particularly the interest rate dynamics of bonds and stocks. The second part focuses on a practical conduct of monetary policy. How monetary policy. How monetary policy.	Although the course and coping with con- ua franca. Listening Z,ZK three major parts. to the inner working supply is created	per intermediate e is not primarily infrontational g materials work 6 The first part ngs of financial I, what monetary
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English. 32ME-P-MEPO-01 Monetary Economics and Policy This course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of starts with a definition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then markets, particularly the interest rate dynamics of bonds and stocks. The second part focuses on a practical conduct of monetary policy. How money policy tools affect the market interest rate, and how central banks can intervene in the foreign exchange market to regulate the exchange rate. The thir	Although the course and coping with con- ua franca. Listening Z,ZK three major parts. to the inner workir y supply is created d part sheds light o	per intermediate e is not primarily ifrontational g materials work 6 The first part ngs of financial , what monetary on the theoretical
situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.32ME-P-MEPO-01Monetary Economics and PolicyThis course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of starts with a definition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then markets, particularly the interest rate dynamics of bonds and stocks. The second part focuses on a practical conduct of monetary policy. How money policy tools affect the market interest rate, and how central banks can intervene in the foreign exchange market to regulate the exchange rate. The thir frameworks of money, aggregate demand-supply analysis based on a monetary policy curve, and channels through which the changes in policy inter	Although the cours and coping with cor- ua franca. Listening Z,ZK three major parts. to the inner workir v supply is created d part sheds light o rrest rate transmit	per intermediate e is not primarily infrontational g materials work 6 The first part ngs of financial I, what monetary on the theoretical to the aggregate
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situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as ling with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.32ME-P-MEPO-01Monetary Economics and PolicyThis course provides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of starts with a definition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then markets, particularly the interest rate dynamics of bonds and stocks. The second part focuses on a practical conduct of monetary policy. How mone policy tools affect the market interest rate, and how central banks can intervene in the foreign exchange market to regulate the exchange rate. The thir frameworks of money, aggregate demand-supply analysis based on a monetary policy curve, and channels through which the changes in policy inter output and inflation. Nonconventional monetary policy during the global financial crisis of 2007-2009 when countries reached their zero-lower bound too. For the case of Czech monetary policy, a guest speaker from the Czech National Bank will be invited to give his/her presentation and answer and output and inflation.	Although the cours and coping with cor- ua franca. Listening Z,ZK three major parts. to the inner workir v supply is created d part sheds light o prest rate transmit to of interest rates is	per intermediate e is not primarily infrontational g materials work 6 The first part ngs of financial l, what monetary on the theoretical to the aggregate s demonstrated
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32MC-P-PRX1-01	Internshin	Z	6
	subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opport	I – I	-
	but be the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of		-
professional internship of		and olday pland lo	
	Lean Management Practice	ZK	3
	to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real prob	1 1	
	assignment, student teams solve the problem with the support of teachers who become their mentors.		ne practice.
	Project Innovation Management	Z,ZK	6
			-
	quires much more than the management of individual aspects of the innovation process within the institution; it also require: s between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usual		
	isually on implementation and control within the institution. Procedures are often repeated. This creates a framework that ca	, ,	
	et of rules and measures of the institution. However, most innovation projects require an individual approach so that project		
	Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a support		
	s of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate r		
	r an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, In		
	mercialization of innovations, and related intellectual property protection. After completing the course, the student should a	-	
	d manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, cr	-	-
	novation, manage project development, identify and manage innovation risks, and understand the sourcing process for the		-
intellectual property and	how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best	innovative compar	nies.
32ME-P-PTMN-01	Project Technology Management	Z,ZK	6
	gement means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Te	I ' I	tions, especially
in production, have long ti	ed up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is nec	essary to examine	the preparatory,
implementation, and corr	imercial activities of technology management in a more comprehensive form. Technology project management is more goa	I-oriented, time-bo	und, and has a
project organizational str	ucture and budget. After completing the course, students should answer the following framework topics: define the nature, i	mportance, and ke	ey functions of
project technology mana	gement with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology asse	essment. Explain th	ne relationships
of business management	t to the development of the product, production, and service technologies. Characterize the process of technological foreca		
	to the development of the product, production, and service technologies. Characterize the process of technological foreca	sts, foresight, and	creation of the
technology strategy of the	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect		
property and the need to			
	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect		
property and the need to G65C0103	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect	ction of technologi	cal intellectual
property and the need to G65C0103 32MC-P-RGIS-01	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect commercialize their own technologies at the level of industry, region, or state.	ction of technologie	cal intellectual
property and the need to G65C0103 32MC-P-RGIS-01 G16C0104	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect commercialize their own technologies at the level of industry, region, or state.	Z,ZK ZK ZK	cal intellectual 3 3 3 3
property and the need to G65C0103 32MC-P-RGIS-01 G16C0104 The aim of the course is	e company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protect commercialize their own technologies at the level of industry, region, or state. Regional Studies Solving Real World Problems	Z,ZK ZK ZK	cal intellectual 3 3 3 3
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Code of the group: REGS P 22/23 PVT

Name of the group: Povinn volitelné technické p edm ty, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 9 credits Requirement courses in the group: 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
32MC-P-HVVT-01	Technology Assessment Karel Mrá ek Karel Mrá ek (Gar.)	ZK	3	2P+0C		PV
G77C0001	Technology Assessment Karel Mrá ek	ZK	3	2P+0C	Z,L	PV
32MC-P-KSYS-01	Telecommunication Systems and Technologies Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
G77C0007	Communication Systems and Networks Dušan Maga	ZK	3	2P+0C		PV

127LAHE	Landscape Heritage Ji í Kugl, Ji í Kupka, Pavel Holubec, Jan Hendrych Ji í Kupka Jan Hendrych (Gar.)	ZK	4	3C	Z,L	PV
G16E0103	Management in the Automotive Industry Old ich Bronec	Z,ZK	6	2P+2C		PV
32ME-P-MNAI-01	Management in the Automotive Industry Old ich Bronec	Z,ZK	6	2P+2C		PV
G16C1302	Old ich Bronec	Z,ZK	6	2P+2C		PV
32MC-P-PJVS-01	Production Systems Design Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
G77C0003	Transportation Engineering Projects Helena Bínová	ZK	3	2P+0C	Z,L	PV
32MC-P-PRDO-01	Transportation Engineering Projects Helena Bínová Helena Bínová (Gar.)	ZK	3	2P+0C		PV
G77C2011	Industry 4.0 Jan Mládek	Z,ZK	3	1P+1C		PV
32MC-P-IND4-01	Industry 4.0 Jan Mládek Jan Mládek Jan Mládek (Gar.)	Z,ZK	3	1P+1C		PV
G51C0401		Z	3	2P+0C		PV
G77C0008	Robotics Olga Št pánková	Z,ZK	6	2P+2C		PV
32MC-P-ROBO-01	Robotics Lenka Vysloužilová, Olga Št pánková Lenka Vysloužilová Olga Št pánková (Gar.)	ZK	6	2P+2C		PV
32MC-P-SMCI-01	Smart Cities Technologies Martin Maštálka Martin Maštálka (Gar.)	ZK	3	2P+0C		PV
G77C0004	Smart Cities Technologies Martin Maštálka	ZK	3	2P+0C	Z,L	PV
127UKKO	Urban and Landscape Design Ji í Kupka, Zuzana Pešková, Ivan Vorel Ji í Kupka Zuzana Pešková (Gar.)	ZK	3	2P	L	PV
127USRM	Urban Structures and Urban Development Ji í Kugl, Ji í Kupka, Jan Mužík Jan Mužík Jan Mužík (Gar.)	ZK	5	4P	Z	PV
32MC-P-ZRIB-01	Information Security Management and Implementation Jaroslav Bur ík Jaroslav Bur ík Jaroslav Bur ík (Gar.)	ZK	3	2P+0C		PV
G77C0009	Information Security Management and Implementation Jaroslav Bur ik	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=REGS P 22/23 PVT Name=Povinn volitelné technické p edm ty, Regional Studies, prezen ní forma

32MC-P-HVVT-0	1 Technology Assessment	ZK	3
G77C0001	Technology Assessment	ZK	3
32MC-P-KSYS-0	1 Telecommunication Systems and Technologies	ZK	3
	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, under	water, and in
space. For example: H	low is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twi	isted Pair? How a	landline works.
How the telephone ne	twork becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G,	, 5G, etc. The mor	e G, the better.
How here and how els	sewhere? 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	v 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 mi	stakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it d	loes not always su	icceed) - the
keywords are principle	es and clarity.		
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, under	water, and in
space. For example: H	low is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twi	isted Pair? How a	landline works.
How the telephone ne	twork becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G,	, 5G, etc. The mor	e G, the better.
How here and how els	sewhere? 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
		Internet in met fam.	needle but for
around akovice. How	v 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 ior
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G77C0003	Transportation Engineering Projects	ZK	3
32MC-P-PRDO-01	Transportation Engineering Projects	ZK	3
G77C2011	Industry 4.0	Z,ZK	3
I. Annotation The subje	t "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It dea	Is with the history	of industrial
revolutions, current tren	ds as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0" of	on the economy a	nd society as a
whole. Last but not leas	t, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Indus	stry 4.0".	
32MC-P-IND4-01	Industry 4.0	Z,ZK	3
I. Annotation The subje	t "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It dea	Is with the history	of industrial
	ds as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0" of		nd society as a
	t, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Indus	,	
G51C0401		Z	3
G77C0008	Robotics	Z,ZK	6
32MC-P-ROBO-01	Robotics	ZK	6
The course explains the	basic principles of robot operation, programming and construction, even to those who have no previous technical knowledge.	In the introductory	/ block, students
will be introduced to the	typical components of a robotic system and its construction, as well as the basics of programming. Then, participants will be	e offered the oppo	rtunity to verify
their acquired knowledge	e by assembling a simple robot and using it to solve some characteristic tasks. The explanation draws attention not only to the	e results of variou	is (and not only)
technical fields on which	n robotics is based, and to the rich potential of using robots, but also to the limits of what a robot can do. Participants will also	think together abo	ut ethical issues
and the impacts of usin	g robots.		
32MC-P-SMCI-01	Smart Cities Technologies	ZK	3
The course Technology	for smart cities introduces students to the cross-cutting issues of so-called smart cities, the preparation of the Smart City conce	ept and its plannin	g and indicators.
G77C0004	Smart Cities Technologies	ZK	3
, , ,,	for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the ted	chnological, socia	and economic
development of society.			
127UKKO	Urban and Landscape Design	ZK	3
	selected chapters from urban and landscape composition and the theory of urbanism as a basis for urban and landscape des		
	composition, composed landscape, cultural landmarks, the phenomenon of the garden in the historical context, etc.). The aim		•
	cape design as a creation of the environment. A theoretical basis and a sound analysis of existing towns and landscapes are		•
	ign. This extends the content of the basic urban planning courses from the Bachelor's degree. Theoretical issues are comple		-
	s urban analyses. It focuses mainly on the development of the urban form of Prague, its selected districts (Dejvice, Karlín), as		ning (regulatory
	e specific issues (high-rise buildings). The basic set of lectures is complemented by several extension topics by invited extern		
127USRM	Urban Structures and Urban Development	ZK	5
	he characteristic features of the city structure of the Czech Republic, individual types of human settlements, their importance		
	lents will learn to identify the characteristic features of cities and villages, their urban uniqueness, arrangement of spatial strus. Analyze their external and internal image. To identify their landscape, urban and architectural values. Attention is also paid to		•
	with and the regeneration or transformation of their existing parts. It also deals with the structure and composition of public ar		
•	e protection of historical, cultural and urban values.		indscapes, the
32MC-P-ZRIB-01	Information Security Management and Implementation	ZK	3
		ZK	3
G77C0009	Information Security Management and Implementation	۷L	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
127CP11	City Planning 11	ZK	2
Concepts in urba	n space design in history, form of the city, typology of urban space, philosophies behind, practices of urban space design in Europea	in cultural context,	land-use,
	planning controle, preservation of cities, urban ecology, trends and policies in urban planning and regional development.		
127LAHE	Landscape Heritage	ZK	4
Cultural, historical,	natural, and ecological processes traditionally shape the human environment, our shared cultural landscape heritage. The course will re	veal intrinsic value	s, functions,
	and character, and the appropriate conservation techniques and strategies for urban landscape heritage protection.		
127UKKO	Urban and Landscape Design	ZK	3
The course introdu	ces selected chapters from urban and landscape composition and the theory of urbanism as a basis for urban and landscape design	(city image, city e	nvironment,
perception, landsca	ape composition, composed landscape, cultural landmarks, the phenomenon of the garden in the historical context, etc.). The aim of t	the course is a con	nprehensive
view of urban and	landscape design as a creation of the environment. A theoretical basis and a sound analysis of existing towns and landscapes are su	ubsequently a prer	equisite for
successful practica	I design. This extends the content of the basic urban planning courses from the Bachelor's degree. Theoretical issues are complement	nted by examples	from history
and examples of va	rious urban analyses. It focuses mainly on the development of the urban form of Prague, its selected districts (Dejvice, Karlín), aspec	ts of their planning	(regulatory
commiss	sions) and some specific issues (high-rise buildings). The basic set of lectures is complemented by several extension topics by invited	d external speakers	3.
127USRM	Urban Structures and Urban Development	ZK	5
The course deals	with the characteristic features of the city structure of the Czech Republic, individual types of human settlements, their importance in	the structure and	their urban
structure and form.	Students will learn to identify the characteristic features of cities and villages, their urban uniqueness, arrangement of spatial structu	re, functional comp	position and
operational relation	ships. Analyze their external and internal image. To identify their landscape, urban and architectural values. Attention is also paid to the	e forms of urban de	evelopment,
i.e. both their overa	Il growth and the regeneration or transformation of their existing parts. It also deals with the structure and composition of public areas	of cities and lands	capes, their
	transformations, and the protection of historical, cultural and urban values.		
127XKRS	Landscape and Settlements	Z	2
The optional course	presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (ur	ban and rural). It co	omplements
the series of comp	ulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with	various aspects, pe	erspectives
	and complementary topics that were not covered in the compulsory and optional courses.		
32MC-P-DIPR-01	Diploma Thesis	Z	12

revolutions, current trends as well as ind whole. Last but not least, it d 32MC-P-KSYS-01 Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	Technology Assessment Industry 4.0 " deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this a dividual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Indus deals with the role of the state in the creation of economic and industrial policy, the need for which is Telecommunication Systems and Technologies mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (rent created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you kn	stry 4.0" on the economy and s s generated by "Industry 4.0". ZK	
I. Annotation The subject "Industry 4.0" revolutions, current trends as well as ind whole. Last but not least, it d 32MCP-KSYS01 Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this a dividual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Indust deals with the role of the state in the creation of economic and industrial policy, the need for which is Telecommunication Systems and Technologies nean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or	area. It deals with the history of stry 4.0" on the economy and s s generated by "Industry 4.0". ZK	f industrial society as a
revolutions, current trends as well as ind whole. Last but not least, it d 32MCP-KSYS-01 Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	dividual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Indus deals with the role of the state in the creation of economic and industrial policy, the need for which is Telecommunication Systems and Technologies nean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or	stry 4.0" on the economy and s s generated by "Industry 4.0". ZK	society as a
whole. Last but not least, it d 32MC-P-KSYS-01 Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	deals with the role of the state in the creation of economic and industrial policy, the need for which is Telecommunication Systems and Technologies nean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or	s generated by "Industry 4.0".	-
32MC-P-KSYS-01 Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	Telecommunication Systems and Technologies mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (ZK	3
Telecommunications: What does it all m space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite	nean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (3
space. For example: How is electric curre How the telephone network becomes the How here and how elsewhere? Satellite		or almost), on land, underwa	ten endin
How the telephone network becomes the How here and how elsewhere? Satellite			
How here and how elsewhere? Satellite	ie Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G,		
	te systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does r		
around akovice. How television (includ	ding Internet) works. A football match and a drastic Clash of the Titans. WiFi not working? What now	-	
things. The biggest mistakes in the histo	ory of telco business. The subject scrupulously avoids formulas and mathematical relationships (how	vever, it does not always succe	ed) - the
	keywords are principles and clarity.		
32MC-P-MACT-01	Macroeconomic Theory	ZK	3
32MC-P-OTIK-01	Reflections of Technical Innovations in Culture	ZK	3
The course is intended for students of the	he Master's study program Project Management of Innovations. The teaching is aimed at gaining a	wide range of knowledge from	the field of
	nderstanding and internalization of which a deep understanding of the connections between science	-	æy.
32MC-P-PJVS-01	Production Systems Design	Z,ZK	6
	familiar with: Basic concepts of production and operational management Significant sectors of indu-		-
	ruction and design of industrial products and the function of complex technological systems The role	-	
	naterial flows and logistics By managing supply purchasing and supply chains Supporting processes or operation management: planning, organizing, securing resources, leading, controlling Design, innov		
	he issue of production, or operational economics and economic metrics, the KPI system The issue of	• •	
	n, artificial intelligence, personalization, internationalization, localization The issue of complex systems		
Production System, Lean Management ar	ind others Issues of quality management, environmental protection, environmental, material and energy	gy sustainability, circular econo	omy, hygien
and occu	upational safety, social responsibility in production Issues of change production and operational man	nagement	
32MC-P-PRDO-01	Transportation Engineering Projects	ZK	3
32MC-P-PRIS-01	Information System Design	Z,ZK	6
Fundamental terms, information systems	s architecture, basic types of software applications for information system of enterprise, information s	system lifecycle, approaches to	informatio
system development, management inform	mation systems, web audit, business process modeling using BPMN, UML and others, information s	system modeling - UML and da	ata modelin
	using ER diagrams		
32MC-P-PRX1-01	Internship	Z	6
	essional practice is based on the decision of the MÚVS VUT during their studies to give students the		
experience. MUVS supports the estable	plishment of a relationship between students and companies and emphasizes their mutual cooperati	ion Part of the study plans is sl	hort-term
32MC-P-RGIS-01	professional internship of a pilot nature. Regional Studies	ZK	3
		Z,ZK	6
32MC-P-RIIP-01	Innovation Management and Innovation Project d barriers to innovation, sources of innovation, strategic considerations of innovation, process innovati	,	-
	ovation, organizational support and management of innovation, soft methods and techniques of innovation		
	niques of innovation, economic aspects of innovation, intellectual property of innovation and legal as		
32MC/P-ROAN+01	Decision Analysis	Z,ZK	6
· · · · · · · · · · · · · · · · · · ·	s is to acquaint students with the basic methods of decision-making in technical and economic, to us		sion-makin
	processes.		
32MCP-ROBO-01	Robotics	ZK	6
The course explains the basic principles of	of robot operation, programming and construction, even to those who have no previous technical know	wledge. In the introductory blo	ck, student
	ents of a robotic system and its construction, as well as the basics of programming. Then, participar		
	a simple robot and using it to solve some characteristic tasks. The explanation draws attention not of		-
technical fields on which robotics is based	ed, and to the rich potential of using robots, but also to the limits of what a robot can do. Participants v	will also think together about et	Inical issue
	and the impacts of using robots.	ער ד //	0
32MC-P-SDES-01	Service design	Z,ZK	3
32MC-P-SMCI-01	Smart Cities Technologies	Tity concept and its planning on	3
	troduces students to the cross-cutting issues of so-called smart cities, the preparation of the Smart C		1
32MC-P-SPOL-01	Public and Private Sector Collaboration	Z,ZK	3
-	ips is designed for students who wish to develop their knowledge of public-private partnerships (PPF		
	-Private Partnerships (PPPs)what they are, how they are used to provide infrastructure assets and s		
32MC-P-STRR-01	Strategic Management ing and management, including the necessary contexts and links, as one of the main tools for long-tern	Z,ZK	6 organizatio
	titution of any type or even municipality, region or state). As part of teaching the subject, relevant cas		-
	petitiveness, competitive advantages, changes in the configuration of business processes and their		
	the Czech economy and Czech companies into global trade.		0
	Social Relations in the Regions	Z,ZK	3
32MC-P-SVRG-01			
	0	7	I 3
32MC-P-VLAD-01	Public Sector Governance	Z ZK	3
32MC-P-VLAD-01 32MC-P-ZRIB-01	Public Sector Governance Information Security Management and Implementation	ZK	3
32MC-P-SVRG-01 32MC-P-VLAD-01 32MC-P-ZRIB-01 32ME-P-ADFM-01 This hands-on, applied course equips st	Public Sector Governance Information Security Management and Implementation Advanced Topics in Financial Management	ZK Z,ZK	3
32MC-P-VLAD-01 32MC-P-ZRIB-01 32ME-P-ADFM-01 This hands-on, applied course equips st	Public Sector Governance Information Security Management and Implementation Advanced Topics in Financial Management students with the main valuation models that are crucial tools for financial analysts. Key topics include	ZK Z,ZK le reading and using financial s	3 3 statements
32MC-P-VLAD-01 32MC-P-ZRIB-01 32ME-P-ADFM01 This hands-on, applied course equips st stock valuation using multiple techniques	Public Sector Governance Information Security Management and Implementation Advanced Topics in Financial Management	ZK Z,ZK le reading and using financial s hly practical applications. Stude	3 3 statements ents will fire

32ME-P-AGBC-01	Agile BootCamp	KZ	3
Agile Bootcamp co	urse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods	s that work well tog	ether within
the same cross-fu	nctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the	ne design and impl	ementation
	of Design Sprints, including a practical test of the entire process.		
32ME-P-BPMIN-01	Business Process Management	Z,ZK	6
32ME-P-CHIN-01	China's Innovations and Global Influence	ZK	3
	es an exploration of China's ability to combine dictatorship with technology innovations, and its growing global role including an impac	-	
	China's political and economic system. That would give us the important basis for understanding Chinas technological innovations ar		
	e of technology in everyday life in China, how it impacts economy, but also how the government abuses technology to control people.		
	global role and how dependence on China might impact Europe. Last but not least, we will hypothesize on Chinas future developmen		
32ME-P-CICO-01		ZK	3
	rary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often po her. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the		
	practice will be used as part of the course teaching.	III. INCLEVANT CASE S	
32ME-P-CLCH-01		Z,ZK	6
	he students an overview of the links and relationships between adaptation, resiliency, and mitigation. In the field of state administration		-
-	, and the environment and processes associated with the preparation of investments, the students will be able to identify and evaluate	-	-
	nain adaptation processes and their difficulty for a given settlement or area. Students will get clear information about the processes and		
	mentation of adaptations and mitigations on a living basis, but also at the regional, national, and European level. The course focuses, an		
	practical knowledge of the effects of climate change, so managers from practice will be invited to lessons or seminars.		
32ME-P-ECCH01	Economics of Climate Change	Z,ZK	6
32ME-P-EFNM-01	Economic and Financial Management	KZ	3
	'se is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, an	d Portfolio allocatio	on
32ME-P-ENIC-01	English for Intercultural Communication	Z,ZK	6
	ocus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences inf	I ' I	cation, and
examine the role o	f language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commu	inication . Intercultu	ural theories
and their influence	e on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunder	rstanding . Langua	ge practice
	and activities . Case studies on individual topics Language level: CEFR B2		
32ME-P-EUPO-01	European Union and Regional Policy	ZK	3
The course disc	usses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of	the integration pro	ocess. It is
based on lectures,	class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the o	course are to explain	in a modern
	development of the EU, analyse key points in particular areas of integration and practise argumentation skills.		
32ME-P-FMRI-01	· · · · · · · · · · · · · · · · · · ·	Z,ZK	6
-	he management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy b		
	d sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of t		
-	1 - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing of the process of the study solid statistical basis and advanced skills in F	-	
	hem represent 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	-	-
	its as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The		
	t risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding these m	-	
	conomics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedgin		-
	the company capital management hurled to financial markets.		
32ME-P-MEPO-01	Monetary Economics and Policy	Z,ZK	6
This course prov	ides the main concepts of monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of thr	ee major parts. Th	e first part
starts with a defin	ition of money, its functions, and its measures in a form of monetary aggregates statistics compiled by central banks. It leads then to t	he inner workings	of financial
markets, particular	ly the interest rate dynamics of bonds and stocks. The second part focuses on a practical conduct of monetary policy. How money sup	oply is created, what	at monetary
	he market interest rate, and how central banks can intervene in the foreign exchange market to regulate the exchange rate. The third part	-	
	ney, aggregate demand-supply analysis based on a monetary policy curve, and channels through which the changes in policy interest		00 0
	n. Nonconventional monetary policy during the global financial crisis of 2007-2009 when countries reached their zero-lower bound of i		
too. For the case	of Czech monetary policy, a guest speaker from the Czech National Bank will be invited to give his/her presentation and answer any s interest students in practice.	specific questions,	which may
		774	2
32ME-P-MINE-01		Z,ZK	3
32ME-P-MNAI-01		Z,ZK	6
I his is a basic a	nd overarching course in management in the automotive industry, which creates a framework for further managerial and technical cou industry.	irses focused on a	utomotive
		774	6
32ME-P-MNEN-01	Meetings and Negotiations in English gs and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud	Z,ZK	6 ntermediate
	bcuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho		
	rontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	-	
	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fra		
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engli	ish.	
32ME-P-PIMN-01	Innovation Project Management	Z,ZK	6
	ion requires much more than the management of individual aspects of the innovation process within the institution; it also requires a s		proach that
deals with the inter	actions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually for	cuses on goals and	procedures
for innovation plan	nning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can I	imit project team m	nembers to
	the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project tear	-	
	ative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive		
-	al goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate moti		
	equisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Inr	-	
	and commercialization of innovations, and related intellectual property protection. After completing the course, the student should ans tify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, create		
		Joor Duugol,	

austoly pr -+ |

	operty and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best	-	
32ME-P-PTMN-01	Project Technology Management	Z,ZK	6
Technology project	management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technology	ological innovation	s, especially
	long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessary		
•	d commercial activities of technology management in a more comprehensive form. Technology project management is more goal-ori		
	nal 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 assessn		
	ement to the development of the product, production, and service technologies. Characterize the process of technological forecasts,		
-	y of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protectio	-	
	property and the need to commercialize their own technologies at the level of industry, region, or state.		
32ME-P-SCOM-01	Social Competences in Project and Process Management The course is focused on the development of skills in managing projects, processes, and people in the organization.	Z	3
32ME-P-SENM-01	Strategies of Entering New Markets	Z,ZK	3
The choice to inte	rnationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the in	nplementation; rela	tions with
00000404	partners; follow up and the results.	_	
G00C3101	Diploma Thesis Project	Z	0
G00C4102	Diploma Thesis	Z	12
G00C4104		Z	6
	of the subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportuni /S supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the		
experience. WO	professional internship of a pilot nature.	le study plans is si	
G04E0201	English for Intercultural Communication	Z,ZK	6
	cus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences inf	·	cation, and
examine the role of	language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commu	nication . Intercultu	Iral theories
and their influence	on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunder	rstanding . Langua	ge practice
00450000	and activities . Case studies on individual topics Language level: CEFR B2		
G04E0202	Meetings and Negotiations in English	Z,ZK	6 etermediate
	s and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho		
	potational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	-	
situations. The cour	se is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fr	anca. Listening ma	terials work
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engl	ish.	
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
04000004	client's assignment, students solve the problem with the support of teachers who become their mentors.	7 71/	2
G16C0201	Service Design	Z,ZK	3
G16C0301	Lean Management Practice burse is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real proble	ZK ms from economic	3
	According to the client's assignment, student teams solve the problem with the support of teachers who become their mento		praotico.
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		ies, policies
and pract	ices for efficient people management in the organization and the main tasks of managers in various activities of people managemen	t in the organizatio	n.
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 \	iew 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	lethods and
G16C3103		Z,ZK	6
G16E0102	Managing in an International Environment	Z,ZK	3
	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.		
G16E0103	Management in the Automotive Industry	Z,ZK	6
G16E0201	Agile BootCamp	KZ	3
	Irse teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods	-	
	ctional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for th sign Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week durir		ementation
G16E0203	Project Innovation Management	Z,ZK	6
	on requires much more than the management of individual aspects of the innovation process within the institution; it also requires a s	·	
	ctions 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 I	-	-
	the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project team		
	ative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive	-	
-	Il goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate moti quisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Inr		
the basic prere			

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

	operty and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best		
G16E0401	Strategies of Entering New Markets	Z,ZK	3
The choice to inte	ernationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the in	plementation; rela	ations with
	partners; follow up and the results.		
G16E0501	Social Competences in Project and Process Management	Z	3
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 beginnir	-	
	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
G16E2302	Business Process Management	Z,ZK	6
G51C0401		Z	3
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		understand
the main concepts,	tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial empha	sis is placed on ev	aluating the
financial performan	ce of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of f	inancing the comp	any, project
	financing, methods of financial planning and forecasting, and valuation techniques.		
G63C2201	Microeconomic Theory	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 meth	ods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in		ainst the
background of the r	nanagement of basic business processes with an emphasis on the processes determining the effect of added value in the company's ac	tivities. The tasks o	of controlling
are systematically	explained according to the time perspective in the scope of corporate strategies and operational management, including the role of t	he controller in the	e individual
phases of manag	gement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools t	hat can be used to	manage
individual compone	ints (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are use	ed to present the ke	ey principles
	of controlling in the company.		
G63C2302	Financial Law	ZK	3
G63C3201		ZK	3
G63C4401	Information System Design	Z,ZK	6
	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy		-
	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode		
	using ER diagrams	C C	Ŭ
G63E0201	Economics of Climate Change	Z,ZK	6
G63E0202	Green Transition	Z,ZK	6
	sometimes imagined as a technical question involving mostly energy production and industrial processes. Nonetheless, wider societal, e	·	-
	o successful transformation. The course introduces different transition approaches focusing on such wider frameworks and stressing		
politics, markets, i	ndustry, and social changes. Theoretical concepts of transformation will then be linked to current reality in specific regions (with empl	nasis on but not lin	nited to the
	EU).		
G63E2301	Financial Markets and Risk Management	Z,ZK	6
	e management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy		
course spans broad	d sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of t	he Modern Theory	of Portfolio.
The original Mean	- Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing of	options and the Bo	b Merton's
contribution, all of t	hem represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills in E:	kcel are required. T	he analysis
of risk relies on Ma	ny of the models based on important benchmarks rooted in Mertons options theoretic approach and explains default in structural terr	ns related to the m	narket value
	ts as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The	•	
measure the credit	risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding these m	odels, while conce	entrating on
their underlying ec	onomics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedgin	ng strategies and r	nethods for
	the company capital management hurled to financial markets.		
G63E3301	Economic and Financial Modelling	KZ	3
	se is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, an	d Portfolio allocatio	on
G63E4201	Monetary Economics and Policy	Z,ZK	6
	s basic concepts from monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of two mage		
	f money, its functions, and monetary aggregates and leads to the inner workings of financial markets, particularly interest rate dynam		
	ct of monetary policy by central banks with the theoretical frameworks of what explains inflation in the long run and how monetary po	-	
and inflation. The	leading textbook is Mishkin (2022) listed with other optional readings below. There will be lectures and exercise sessions, where diffe	erent problem sets	based on
	lecture materials are solved together in class.		-
G65C0103		Z,ZK	3
G65C0201	Territorial Management Planning	ZK	3
G65C0202	Environmental Aspects of Regional Development	ZK	3
G65E1301	Smart Cities and Regions	Z,ZK	6
	Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its plannir		-
G65E2301	Regional Development and Planning	Z,ZK	6
	rstand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech R		
-	nt. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to th		-

culture and plannin	g system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should p perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in p		ent from the
G65E3101	City Competitiveness	ZK	3
In the contempor	ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often po	ssible at the expe	nse of the
declination of anoth	er. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the practice will be used as part of the course teaching.	m. Relevant case	studies from
G65E4101	European Union and Regional Policy	ZK	3
	sses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the o development of the EU, analyse key points in particular areas of integration and practise argumentation skills.	o 1	
G66C0101	Reflections of Technical Innovations in Culture	ZK	3
•	nded for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range processes, for the understanding and internalization of which a deep understanding of the connections between science and culture	•	
G77C0001	Technology Assessment	ZK	3
G77C0003	Transportation Engineering Projects	ZK	3
G77C0004	Smart Cities Technologies	ZK	3
	ology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the techn development of society.	ological, social an	d economic
G77C0007	Communication Systems and Networks	ZK	3
space. For example How the telephone How here and ho around akovice.	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) e: How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. Do you know a Twiste e network becomes the Internet. Light and dark. Transmission of information by light. Why are networks "mobile"? 1G, 2G, 3G, 4G, 5G 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 t mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does keywords are principles and clarity.	d Pair? How a lan G, etc. The more G now about me? W ernet is not for pe	dline works , the better e will walk ople but for
G77C0008	Robotics	Z,ZK	6
G77C0009	Information Security Management and Implementation	ZK	3
G77C2011	Industry 4.0	Z,ZK	3
revolutions, current	subject "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It deals 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 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	with the history o	

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