

Study plan

Name of study plan: N-PMP-prez.forma od 10/11

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Entrepreneurship and Commercial Engineering in Industrial Companies

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: 102

The role of the block: Z

Code of the group: 1.S.PMP-P,K OD 10/11

Name of the group: 1.s.PMP-od 10/11 prez+komb forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete at least 5 courses

Credits in the group: 30

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
16ECOP	Economics	Z,ZK	6	2P+0C	Z	z
16MNG1P	Management 1	Z,ZK	6	2P+0C	Z	z
16NRLP	Logistics Systems (Implementation)	Z,ZK	6	2P+0C	Z	z
16NRPP	Corporate Production Systems (Implementation)	Z,ZK	6	2P+0C	Z	z
16ZPHP	Corporate Economy	Z,ZK	6	2P+0C	Z	z

Characteristics of the courses of this group of Study Plan: Code=1.S.PMP-P,K OD 10/11 Name=1.s.PMP-od 10/11 prez+komb forma

16ECOP	Economics	Z,ZK	6	Domestic product and aggregate spending, Consumption, savings and investments, Money and money market, Exchange rate, Balance of payment, Aggregate supply and demand: AD-AS model, Aggregate demand in an open and closed economy: IS-LM-BP model, Economic growth, Economic cycle, Inflation and unemployment, Public budgets and budgetary policy, Monetary policy. Introductory presentation of the primary market categories, the behaviour of the two primary market entities (households and companies) in the products and services market. Profit as a stimulus for economic activity, issues related to ownership and market failure.
16MNG1P	Management 1	Z,ZK	6	History of management, Planning - putting plans together, types of plans, management by objectives; Organisation - forms of organization, organisational planning, corporate governance; Human resource management; Control; Communication - forms of communication, communication with the outside world; Management information systems; Managerial background - basic skills, principals and nature of managerial work, self management; Decision making. The course focuses on modelling organisational architecture according to its likely development in the global environment; on the problem aspects of organisational behaviour, particularly in relation to organisational divisions and their activities, organisational problems and their solution, organisational diagnostics, models and management systems, reorganization (due to changes in ownership), enhancement, rationalization and planning of management systems.
16NRLP	Logistics Systems (Implementation)	Z,ZK	6	Notion of logistics, development and scientific base; Logistic system elements, logistic chain, Logistic relations and logistic methods and technologies; Decision making within the logistic management system; Marketing as a basis for the decision making system within the logistic chain, marketing research, marketing offer, contracting,
16NRPP	Corporate Production Systems (Implementation)	Z,ZK	6	Control of operational and production systems, production strategy and planning, forecasting, inventory control, aggregate planning and scheduling, production scheduling, management of material demands and purchase control, dislocation of equipment and workplace design, innovation project management, Just in Time systems, quality control, reliability and maintenance.

16ZPHP	Corporate Economy	Z,ZK	6
--------	-------------------	------	---

Concept and fundamental categories of modern marketing in a developed market economy, their core and contents. Methods and procedures of the main factors of a company's marketing mix. Mastery of the main marketing activity patterns. Personnel and HR management. Personnel planning. Analysis of positions and preparation of working tasks. Recruitment and selection of workers. Hiring and orientation of workers. Dislocation and release of workers. Worker assessment. Education and development. Labour relations. Organisation of work and labour conditions. Remuneration of workers and employee benefits. Care of employees. Personal information system. The substance of an enterprise and business undertaking, competitive environ. development of business (b) economics, b. effectiveness and its main categories, enterprise typology, life of an enterprise (incorporation, growth, crisis, liquidation). Structure of an enterprise in terms of equity, capital and organisation. Activities of an enterprise and their control (production, purchase, sales, financing, investments). Specific advantages in economics, employees.

Code of the group: 2.S.PMP-P,K OD 10/11

Name of the group: 2.s.PMP-od 10/11 prez.+komb. forma

Requirement credits in the group: In this group you have to gain 30 credits

Requirement courses in the group: In this group you have to complete at least 5 courses

Credits in the group: 30

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
16FIN	Finance	Z,ZK	6	4P+0C	L	z
16PPO	Law	Z,ZK	6	4P+0C	L	z
16PS	Corporate Information Systems Project	Z,ZK	6	2P+0C	L	z
16RI	Information Management and Corporate Information Systems	Z,ZK	6	2P+0C	L	z
16RPD	Project Management and Development Projects	Z,ZK	6	4P+0C	L	z

Characteristics of the courses of this group of Study Plan: Code=2.S.PMP-P,K OD 10/11 Name=2.s.PMP-od 10/11 prez.+komb. forma

16FIN	Finance	Z,ZK	6
-------	---------	------	---

Money, monetary market, Banking system and non-banking financial intermediaries, Capital market, Money demand, Inflation, Exchange market, Central banking and monetary policy. Balance of payments (balances and their interpretation in economy). Foreign exchange rate (systems, fundamental and technical analysis). Foreign exchange exposure and risk. Foreign exchange operations (forward, swap, futures, options, speculating, calculation). Direct and portfolio foreign investments. European monetary and capital markets (Eurobanks, Eurocredit, Eurobond market). International financial and monetary institutions (IMF, EMU).

16PPO	Law	Z,ZK	6
-------	-----	------	---

Labour Code, formation, change and termination of employment, working hours, breaks and holidays to refresh, special labour conditions for women and juveniles, care of employees, safety and health protection (S&HP) at work. The employment legisl. for employers and union organisations or employee boards and representatives for S&HP, collective bargaining and collective disputes. The interpretation of the basic institutes of commercial law, the relationship between commercial and civic law and their primary authorities. Legal framework for the conditions and forms of business undertaking. Issues relating to legal obligations, especially those implied by contracts concluded as part of business activities, including contracts concluded with foreign entities.

16PS	Corporate Information Systems Project	Z,ZK	6
------	---------------------------------------	------	---

CIS history and definition, CIS classification according to different points of view, various methods and methodologies of designing, implementing and operating CIS. Integration. Formal CIS design tools (DFD, E-RD, Prototyping, CASE...). CIS as sociotechnological system.

16RI	Information Management and Corporate Information Systems	Z,ZK	6
------	--	------	---

The information system, its usual components, information and knowledge as concepts, Functions and basic structure of a company IS, Company inf. policy and information control, Databases and d. management systems, Information retrieval from databases, State IS, Risks of IS operation, Security of company IS and personal data protection, Visualisation of data in databases, Management information systems, Modelling of data flows and systems - UML.

16RPD	Project Management and Development Projects	Z,ZK	6
-------	---	------	---

Explanation of the terms project and project management. Key project parametres. Project life cycle. Project feasibility study according to UNIDO method. Time planning. The CPM and PERT methods. Project resources management. Project management organisation. The use of decision trees in project management. Developer projects preparation, Marketing of developer activities, Obtaining the land, Relationship with the client, legal forms of organisational support of the construction, contractual relationships between clients and project participants, Developer project funding, System of risk management, Managing project implementation and organisational support.

Code of the group: 3.S.PMP-P,K OD 10/11

Name of the group: 3.s.PMP-od 10/11 prez.+komb. forma

Requirement credits in the group: In this group you have to gain 24 credits

Requirement courses in the group: In this group you have to complete at least 4 courses

Credits in the group: 24

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
16PPR	Entrepreneurship	Z,ZK	6	4P+0C	Z	z
16PPL	Corporate Policy	Z,ZK	6	4P+0C	Z	z
16PSP	Project Feasibility Study	ZK	6	2P+0C	Z	z
16UD	Accounting and Taxes	Z,ZK	6	4P+0C	Z	z

Characteristics of the courses of this group of Study Plan: Code=3.S.PMP-P,K OD 10/11 Name=3.s.PMP-od 10/11 prez.+komb. forma

16PPR	Entrepreneurship	Z,ZK	6
Approach to managerial research, social research, formulation of the research task, project control, secondary and primary research, formulation of hypothesis, introductory analysis of the issue and selection of methodology, selection of deduction and induction sample frame, qualitative research, quantitative research, evaluation scales, validity and reliability of research, data processing, analysis and synthesis of findings. Designing a project of a specialised strategic analysis, learning basic methods and techniques of quantitative and qualitative data collection, methods of qualitative and quantitative data analysis, qualitative methods, sample selection, designing methodology, data collection, statistical data processing, descriptive statistics, statistical induction, data interpretation and discussion about the results, writing a research report.			
16PPL	Corporate Policy	Z,ZK	6
Lectures focus on the management of change, strategic management, organisation prosperity, business plans, project management, restructalisation and revitalisation of the company, influence of globalisation on economy and management. Seminars focus on case studies, monitoring of the latest information published in specialised magazines or on the Internet, preparing and delivering presentations. Integrating functions of financial management. Investment decisions in an enterprise, basic methods and their application. Methods of financing, distribution of profit and dividend policy. Working capital, its measurement and control. Analysis. Analysis of partial activities of an enterprise. Benchmarking. Financial analysis. Benchmark/index systems and their establishment. Financial plan. Market value of an enterprise, factors of its creation, measurement.			
16PSP	Project Feasibility Study	ZK	6
This subject is focused on the preparation of real feasibility study on a particular project (investment project, development project, etc.). The lessons are organised as projects by individual students. The standard chapters of the feasibility study are taught. Supporting software, such as COMFAR, AnnaLisa or MS Project, is used.			
16UD	Accounting and Taxes	Z,ZK	6
Differencies in the concept of accounting information for control, cost, responsibility and process accounting, cost classification, fixed and variable costs in costing and budgeting, difference methods of effectiveness control, structure of units of responsibility. Definition of accounting entities, legal requirements for the extent of a. records and the accounting inf. in the financial statements. The tax system in the CR. The relationship between accounting and taxes. Computation and accounting (C&A) for social insurance. C&A for the due tax of accounting entities - physical entities with independent activity. Dependent activity income taxes and corporate t.. Adjustment of a. profit or loss to the tax base. Value added tax.			

Code of the group: 4.S.PMP-P,K OD 10/11

Name of the group: 4.s.PMP-od 10/11 prez.+komb. forma

Requirement credits in the group: In this group you have to gain 18 credits

Requirement courses in the group: In this group you have to complete at least 3 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
16DPL	Diploma Thesis	Z	6	2P+0C		z
16STR	Strategy Implementation	Z,ZK	6	2P+0C	L	z
16MO	International Trade	Z,ZK	6	6+0	L	z

Characteristics of the courses of this group of Study Plan: Code=4.S.PMP-P,K OD 10/11 Name=4.s.PMP-od 10/11 prez.+komb. forma

16DPL	Diploma Thesis	Z	6
16STR	Strategy Implementation	Z,ZK	6
Creating vs. implementing a strategy. The theory and instruments of change management (ChM) in the area of HR, finance, organisational changes. Aspects of the change management: three levels of activities in making the change happen: meritorious, implementational, organisation and ChM. The process of strategy implementation: planning and management. Change projects specifics. Methodology based on project management.			
16MO	International Trade	Z,ZK	6
Basic overview of the import and export of material goods, the regular commercial conditions in these transactions, including payment security and accessories. Various forms of introducing companies onto the international markets. The field of international business, the field of international marketing which can then be applied in companies which enter into international business relationships. The term "culture", its categories and impact on various aspects of business undertakings. The personality of an entrepreneur and its importance for successful deals, the negotiation process and its features, Rules of effective persuasion, Preparation of b. negotiations, the issue of concession and the position of power, Team negotiations and communication by telephone, tactics used in BC, preparation and comparison of communication styles.			

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 12

The role of the block: PV

Code of the group: PVP-N-PMP-P,K

Name of the group: PVP-N-PMP od 10/11 prez.+komb.forma

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

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

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
16XCOI	Competitive Intelligence	Z,ZK	6	2P+0C		PV

16XFP	Philosophy, Psychology, and Pedagogy	Z,ZK	6	2P+0C	Z,L	PV
16XFM	Financial Management	Z,ZK	6	2P+0C		PV
16XMP	Small and Medium Enterprises	Z,ZK	6	2P+0C	Z	PV
16XM2	Management 2	ZK	6	4P+0C	Z	PV
16XPSR	Psychology and Sociology in Management	Z,ZK	6	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=PVP-N-PMP-P,K Name=PVP-N-PMP od 10/11 prez.+komb.forma

16XCOI	Competitive Intelligence	Z,ZK	6	The course is designed as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining the specific information needs for support Strategic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent creation of Knowledge Base. Relevant is also effective communication of these findings to senior management of an organization.		
16XFP	Philosophy, Psychology, and Pedagogy	Z,ZK	6	To introduce problems of development and creation of creativity based on philosophy, psychology and pedagogy. The subject is focused on creativity and age, theory of creativity, process of creativity, barriers of creativity, development of creativity.		
16XFM	Financial Management	Z,ZK	6			
16XMP	Small and Medium Enterprises	Z,ZK	6	Concept and importance of small and middle-sized enterprises. Business idea, start-up budget, business plan. Initiation of enterprise activities, advantages and disadvantages of particular legal forms of enterprise from point of view of small enterprise, registration duties. Support of small and middle-sized enterprises, organizations providing services for enterprisers. Human resource management in small and middle-sized enterprises. Marketing and business activities in small and middle-sized enterprises. Specifics of management of small and middle- sized business. Financial management of small and middle- sized enterprises, accounting, reporting, taxes, insurance. The most important legal requirements in business area. Crisis situations in small and middle-sized enterprises, prevention, complying with risk, principles of crisis management.		
16XM2	Management 2	ZK	6	The basic principles of corporate governance, stakeholders. The basic knowledge of decision making, crisis management.		
16XPSR	Psychology and Sociology in Management	Z,ZK	6	The course provides an overview of theoretical concepts and practical application of social psychology in human resource management. The topics include corporate culture, identity and image, issues of power within organisations and organisational change. The course also focuses on possibility of using sociological and sociopsychological research results in an organisation.		

Name of the block: Jazyky

Minimal number of credits of the block: 6

The role of the block: J

Code of the group: JA-N-PMP-P,K

Name of the group: Anglický jazyk-N-PMP od 10/11

Requirement credits in the group: In this group you have to gain 6 credits

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

Credits in the group: 6

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04NJA1	English Language 1	Z	0	2		J
04NJA2	English Language 2	ZK	6	2P+0C		J

Characteristics of the courses of this group of Study Plan: Code=JA-N-PMP-P,K Name=Anglický jazyk-N-PMP od 10/11

04NJA1	English Language 1	Z	0			
04NJA2	English Language 2	ZK	6			

List of courses of this pass:

Code	Name of the course	Completion	Credits
04NJA1	English Language 1	Z	0
04NJA2	English Language 2	ZK	6
16DPL	Diploma Thesis	Z	6
16ECOP	Economics	Z,ZK	6

Domestic product and aggregate spending, Consumption, savings and investments, Money and money market, Exchange rate, Balance of payment, Aggregate supply and demand: AD-AS model, Aggregate demand in an open and closed economy: IS-LM-BP model, Economic growth, Economic cycle, Inflation and unemployment, Public budgets and budgetary policy, Monetary policy. Introductory presentation of the primary market categories, the behaviour of the two primary market entities (households and companies) in the products and services market. Profit as a stimulus for economic activity, issues related to ownership and market failure.

16FIN	Finance	Z,ZK	6
Money, monetary market, Banking system and non-banking financial intermediaries, Capital market, Money demand, Inflation, Exchange market, Central banking and monetary policy. Balance of payments (balances and their interpretation in economy). Foreign exchange rate (systems, fundamental and technical analysis). Foreign exchange exposure and risk. Foreign exchange operations (forward, swap, futures, options, speculating, calculation). Direct and portfolio foreign investments. European monetary and capital markets (Eurobanks, Eurocredit, Eurobond market). International financial and monetary institutions (IMF, EMU).			
16MNG1P	Management 1	Z,ZK	6
History of management, Planning - putting plans together, types of plans, management by objectives; Organisation - forms of organization, organisational planning, corporate governance; Human resource management; Control; Communication - forms of communication, communication with the outside world; Management information systems; Managerial background - basic skills, principals and nature of managerial work, self management; Decision making. The course focuses on modelling organisational architecture according to its likely development in the global environment; on the problem aspects of organisational behaviour, particularly in relation to organisational divisions and their activities, organisational problems and their solution, organisational diagnostics, models and management systems, reorganization (due to changes in ownership), enhancement, rationalization and planning of management systems.			
16MO	International Trade	Z,ZK	6
Basic overview of the import and export of material goods, the regular commercial conditions in these transactions, including payment security and accessories. Various forms of introducing companies onto the international markets. The field of international business, the field of international marketing which can then be applied in companies which enter into international business relationships. The term "culture", its categories and impact on various aspects of business undertakings. The personality of an entrepreneur and its importance for successful deals, the negotiation process and its features, Rules of effective persuasion, Preparation of b. negotiations, the issue of concession and the position of power, Team negotiations and communication by telephone, tactics used in BC, preparation and comparison of communication styles.			
16NRLP	Logistics Systems (Implementation)	Z,ZK	6
Notion of logistics, development and scientific base; Logistic system elements, logistic chain, Logistic relations and logistic methods and technologies; Decision making within the logistic management system; Marketing as a basis for the decision making system within the logistic chain, marketing research, marketing offer, contracting,			
16NRPP	Corporate Production Systems (Implementation)	Z,ZK	6
Control of operational and production systems, production strategy and planning, forecasting, inventory control, aggregate planning and scheduling, production scheduling, management of material demands and purchase control, dislocation of equipment and workplace design, innovation project management, Just in Time systems, quality control, reliability and maintenance.			
16PPL	Corporate Policy	Z,ZK	6
Lectures focus on the management of change, strategic management, organisation prosperity, business plans, project management, restructuring and revitalisation of the company, influence of globalisation on economy and management. Seminars focus on case studies, monitoring of the latest information published in specialised magazines or on the Internet, preparing and delivering presentations. Integrating functions of financial management. Investment decisions in an enterprise, basic methods and their application. Methods of financing, distribution of profit and dividend policy. Working capital, its measurement and control. Analysis. Analysis of partial activities of an enterprise. Benchmarking. Financial analysis. Benchmark/index systems and their establishment. Financial plan. Market value of an enterprise, factors of its creation, measurement.			
16PPO	Law	Z,ZK	6
Labour Code, formation, change and termination of employment, working hours, breaks and holidays to refresh, special labour conditions for women and juveniles, care of employees, safety and health protection (S&HP) at work. The employment legisl. for employers and union organisations or employee boards and representatives for S&HP, collective bargaining and collective disputes. The interpretation of the basic institutes of commercial law, the relationship between commercial and civic law and their primary authorities. Legal framework for the conditions and forms of business undertaking. Issues relating to legal obligations, especially those implied by contracts concluded as part of business activities, including contracts concluded with foreign entities.			
16PPR	Entrepreneurship	Z,ZK	6
Approach to managerial research, social research, formulation of the research task, project control, secondary and primary research, formulation of hypothesis, introductory analysis of the issue and selection of methodology, selection of deduction and induction sample frame, qualitative research, quantitative research, evaluation scales, validity and reliability of research, data processing, analysis and synthesis of findings. Designing a project of a specialised strategic analysis, learning basic methods and techniques of quantitative and qualitative data collection, methods of qualitative and quantitative data analysis, qualitative methods, sample selection, designing methodology, data collection, statistical data processing, descriptive statistics, statistical induction, data interpretation and discussion about the results, writing a research report.			
16PS	Corporate Information Systems Project	Z,ZK	6
CIS history and definition, CIS classification according to different points of view, various methods and methodologies of designing, implementing and operating CIS. Integration. Formal CIS design tools (DFD, E-RD, Prototyping, CASE...). CIS as sociotechnological system.			
16PSP	Project Feasibility Study	ZK	6
This subject is focused on the preparation of real feasibility study on a particular project (investment project, development project, etc.). The lessons are organised as projects by individual students. The standard chapters of the feasibility study are taught. Supporting software, such as COMFAR, AnnaLisa or MS Project, is used.			
16RI	Information Management and Corporate Information Systems	Z,ZK	6
The information system, its usual components, information and knowledge as concepts, Functions and basic structure of a company IS, Company inf. policy and information control, Databases and d. management systems, Information retrieval from databases, State IS, Risks of IS operation, Security of company IS and personal data protection, Visualisation of data in databases, Management information systems, Modelling of data flows and systems - UML.			
16RPD	Project Management and Development Projects	Z,ZK	6
Explanation of the terms project and project management. Key project parameters. Project life cycle. Project feasibility study according to UNIDO method. Time planning. The CPM and PERT methods. Project resources management. Project management organisation. The use of decision trees in project management. Developer projects preparation, Marketing of developer activities, Obtaining the land, Relationship with the client, legal forms of organisational support of the construction, contractual relationships between clients and project participants, Developer project funding, System of risk management, Managing project implementation and organisational support.			
16STR	Strategy Implementation	Z,ZK	6
Creating vs. implementing a strategy. The theory and instruments of change management (ChM) in the area of HR, finance, organisational changes. Aspects of the change management: three levels of activities in making the change happen: meritorious, implementational, organisation and ChM. The process of strategy implementation: planning and management. Change projects specifics. Methodology based on project management.			
16UD	Accounting and Taxes	Z,ZK	6
Differences in the concept of accounting information for control, cost, responsibility and process accounting, cost classification, fixed and variable costs in costing and budgeting, difference methods of effectiveness control, structure of units of responsibility. Definition of accounting entities, legal requirements for the extent of a. records and the accounting inf. in the financial statements. The tax system in the CR. The relationship between accounting and taxes. Computation and accounting (C&A) for social insurance. C&A for the due tax of accounting entities - physical entities with independent activity. Dependent activity income taxes and corporate t.. Adjustment of a. profit or loss to the tax base. Value added tax.			
16XCOI	Competitive Intelligence	Z,ZK	6
The course is designed as an elective for master degree students in the field of Applied Informatics and Informatics in Business. Includes issues defining the specific information needs for support Strategic Planning of the organization, namely to find relevant information sources, including external ones, analyzing and the subsequent creation of Knowledge Base. Relevant is also effective communication of these findings to senior management of an organization.			

16XFM	Financial Management	Z,ZK	6
16XFP	Philosophy, Psychology, and Pedagogy	Z,ZK	6
To introduce problems of development and creation of creativity based on philosophy, psychology and pedagogy. The subject is focused on creativity and age, theory of creativity, process of creativity, barriers of creativity, development of creativity.			
16XM2	Management 2	ZK	6
The basic principles of corporate governance, stakeholders. The basic knowledge of decision making, crisis management.			
16XMP	Small and Medium Enterprises	Z,ZK	6
Concept and importance of small and middle-sized enterprises. Business idea, start-up budget, business plan. Initiation of enterprise activities, advantages and disadvantages of particular legal forms of enterprise from point of view of small enterprise, registration duties. Support of small and middle-sized enterprises, organizations providing services for enterprisers. Human resource management in small and middle-sized enterprises. Marketing and business activities in small and middle-sized enterprises. Specifics of management of small and middle-sized business. Financial management of small and middle-sized enterprises, accounting, reporting, taxes, insurance. The most important legal requirements in business area. Crisis situations in small and middle-sized enterprises, prevention, complying with risk, principles of crisis management.			
16XPSR	Psychology and Sociology in Management	Z,ZK	6
The course provides an overview of theoretical concepts and practical application of social psychology in human resource management. The topics include corporate culture, identity and image, issues of power within organisations and organisational change. The course also focuses on possibility of using sociological and sociopsychological research results in an organisation.			
16ZPHP	Corporate Economy	Z,ZK	6
Concept and fundamental categories of modern marketing in a developed market economy, their core and contents. Methods and procedures of the main factors of a company's marketing mix. Mastery of the main marketing activity patterns. Personnel and HR management. Personnel planning. Analysis of positions and preparation of working tasks. Recruitment and selection of workers. Hiring and orientation of workers. Dislocation and release of workers. Worker assessment. Education and development. Labour relations. Organisation of work and labour conditions. Remuneration of workers and employee benefits. Care of employees. Personal information system. The substance of an enterprise and business undertaking, competitive environ. development of business (b) economics, b. effectiveness and its main categories, enterprise typology, life of an enterprise (incorporation, growth, crisis, liquidation). Structure of an enterprise in terms of equity, capital and organisation. Activities of an enterprise and their control (production, purchase, sales, financing, investments). Specific advantages in economics, employees.			

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

Generated: day 2024-07-17, time 15:04.