

# Study plan

## Name of study plan: N-PMP-komb.forma od 11/12

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Welcome page

Type of study: unknown combined

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: 114

The role of the block: Z

Code of the group: 1.S PMP-K OD 11/12

Name of the group: 1.s.PMP-od 11/12 kombinovaná 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 6 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, <b>authors</b> and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
161KMA	<b>Macroeconomics</b>	Z,ZK	6	7+7	Z	z
161KMO	<b>Basics of Management</b>	Z,ZK	6	7+7	Z	z
161KMZ	<b>Basics of Marketing</b>	Z,ZK	3	5P+5C	Z	z
161KMI	<b>Microeconomics</b>	Z,ZK	6	7+7	Z	z
161KPR	<b>Human Resources Management</b>	Z,ZK	3	5P+5C	Z	z
161KPE	<b>Basics of Business Economics</b>	Z,ZK	6	7+7	Z	z

### Characteristics of the courses of this group of Study Plan: Code=1.S PMP-K OD 11/12 Name=1.s.PMP-od 11/12 kombinovaná forma

161KMA	Macroeconomics	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.			
161KMO	Basics of Management	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.			
161KMZ	Basics of Marketing	Z,ZK	3
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.			
161KMI	Microeconomics	Z,ZK	6
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.			
161KPR	Human Resources Management	Z,ZK	3
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.			
161KPE	Basics of Business Economics	Z,ZK	6
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. Personal information system.			

Code of the group: 2.S.PMP-K OD11/12

Name of the group: 2.s.PMP-od 11/12 kombinovaná 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 8 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
161KDP	Development Projects	Z	3	5P+5C	L	z
161KMF	International Finance	Z,ZK	6	7+7	L	z
161KOP	Commercial Law	Z,ZK	3	5P+5C	L	z
161KFT	Money, Banks, and Financial Markets	Z,ZK	6	7+7	L	z
161KPP	Employment Law	Z,ZK	3	5P+5C	L	z
161KPS	Project of Corporate Information System	Z	3	5P+5C	L	z
161KRI	Information Management and Company Information Systems	Z	3	5P+5C	L	z
161KRP	Project Management	Z,ZK	3	5P+5C	L	z

**Characteristics of the courses of this group of Study Plan: Code=2.S.PMP-K OD11/12 Name=2.s.PMP-od 11/12 kombinovaná forma**

161KDP	Development Projects	Z	3
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, Creating prices of individual products, System of risk management, Managing project implementation and organisational support, Managing change with clients and suppliers, Activities related to the project conclusion.			
161KMF	International Finance	Z,ZK	6
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).			
161KOP	Commercial Law	Z,ZK	3
The course consists of the interpretation of the basic institutes of commercial law, the relationship between commercial and civic law and their primary authorities. Special attention is paid to the legal framework for the conditions and forms of business undertaking. It also includes issues relating to legal obligations, especially those implied by contracts concluded as part of business activities, including contracts concluded with foreign entities.			
161KFT	Money, Banks, and Financial Markets	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.			
161KPP	Employment Law	Z,ZK	3
Issues relating to the 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. 2nd part will include the employment legisl. for employers and union organisations or employee boards and representatives for S&HP, collective bargaining and collective disputes. Besides this, the course will also include employment legislation in connection with the newly adopted Employment Act (2004), employment of the handicapped and legislation relating to remuneration. All of these aspects will be taught in comparison with the legal regulations applicable in the EU.			
161KPS	Project of Corporate Information System	Z	3
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.			
161KRI	Information Management and Company Information Systems	Z	3
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.			
161KRP	Project Management	Z,ZK	3
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. Overall costs of projects and contracts. Project management organisation. Analytic techniques (Cause and effect diagram, Pareto analysis, Delphi oracle). The use of decision trees in project management.			

Code of the group: 3.S.PMP-K OD 12/13

Name of the group: 3.s.PMP-od 12/13 kombinovaná 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 8 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04KAJ1	English Language 1	Z	3	20B		z

162KFU	<b>Financial Accounting and Taxes</b>	Z,ZK	3	10B	Z	z
162KM	<b>Management 2</b>	Z,ZK	6	15	Z	z
162KMR	<b>Research Methods for Managers</b>	Z	3	10B	Z	z
162KNU	<b>Cost (Managerial) Accounting</b>	Z,ZK	3	10B	Z	z
162KPE	<b>Business Economics 2</b>	Z,ZK	6	15	Z	z
162KSA	<b>Project of Field Research for Strategic Analysis</b>	Z	3	10B	Z	z
162KSP	<b>Project of Feasibility Study</b>	Z,ZK	3	10B	Z	z

**Characteristics of the courses of this group of Study Plan: Code=3.S.PMP-K OD 12/13 Name=3.s.PMP-od 12/13 kombinovaná forma**

04KAJ1	English Language 1	Z	3
162KFU	Financial Accounting and Taxes Definition of accounting entities, legal requirements for the extent of accounting records and the accounting information 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 taxes. Adjustment of accounting profit or loss to the tax base. Value added tax.	Z,ZK	3
162KM	Management 2 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.	Z,ZK	6
162KMR	Research Methods for Managers 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.	Z	3
162KNU	Cost (Managerial) Accounting 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.	Z,ZK	3
162KPE	Business Economics 2 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 of value.	Z,ZK	6
162KSA	Project of Field Research for Strategic Analysis 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.	Z	3
162KSP	Project of Feasibility Study 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.	Z,ZK	3

Code of the group: 4.S.PMP-K OD 12/13

Name of the group: 4.s.PMP-od 12/13 kombinovaná 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 6 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
04KAJ2	English Language 2	ZK	3	20B		z
162KDP	Diploma Thesis	Z	9		L	z
162KMM	International Marketing	Z,ZK	3	10B	L	z
162KMJ	International Business Negotiation	Z,ZK	3	10B	L	z
162KOP	Business Transactions and Foreign Payment Operations	Z,ZK	3	10B	L	z
162KRP	Implementation of Strategic Change	Z,ZK	3	10B	L	z

**Characteristics of the courses of this group of Study Plan: Code=4.S.PMP-K OD 12/13 Name=4.s.PMP-od 12/13 kombinovaná forma**

04KAJ2	English Language 2	ZK	3
162KDP	Diploma Thesis	Z	9
162KMM	International Marketing This subject emphasises the graduate's profile in the field of international business. During the course the students acquire knowledge and skills in the field of international marketing which can then be applied in companies which enter into international business relationships.	Z,ZK	3
162KMJ	International Business Negotiation 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.	Z,ZK	3

162KOP	Business Transactions and Foreign Payment Operations	Z,ZK	3
The subject provides a basic overview of the import and export of material goods, of the regular commercial conditions in these transactions, including payment security and accessories. It also deals in the various forms of introducing companies onto the international markets.			
162KRP	Implementation of Strategic Change	Z,ZK	3
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.			

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 6

The role of the block: PV

Code of the group: PVP-N-PMP-K OD 12/13

Name of the group: PVP-N-PMP od 12/13 kombinovaná forma

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 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) <i>Tutors, authors and guarantors (gar.)</i>	Completion	Credits	Scope	Semester	Role
162KXCOI	Competitive Intelligence	KZ	3	10B	L	PV
16XDJ	Second Foreign Language	Z,ZK	5	0P+2C	L	PV
162KXFT	Creativity Development	KZ	3	5P+5C	L	PV
162KXFR	Financial Management of Investment Projects	ZK	3	5P+5C	L	PV
162KXMR	Managerial Decision Making	KZ	3	10B	L	PV
162KXLS	Logistics Systems Implementation	KZ	3	5P+5C	L	PV
162KXPS	Corporate Production Systems Implementation	KZ	3	10B	L	PV
162KXPF	Enterprising with Small and Medium Company	KZ	3	5P+5C	L	PV
162KXPR	Psychology and Sociology in Management	KZ	3	10B	L	PV

Characteristics of the courses of this group of Study Plan: Code=PVP-N-PMP-K OD 12/13 Name=PVP-N-PMP od 12/13 kombinovaná forma

162KXCOI	Competitive Intelligence	KZ	3
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.			
16XDJ	Second Foreign Language	Z,ZK	5
The subject focuses on everyday communication in a foreign language other than English on the A1 ? A2 level, on expressing opinions, and understanding of working and language customs of other cultures. The seminar emphasizes the importance of comprehensibility and correct understanding in a foreign language culture, the ability to manage everyday study and working tasks, including written communication, understanding of cultural differences influencing communication and adaptation to an intercultural environment. Outline of the subject: Introductions, welcoming, small talk Agreement, disagreement, questions Expressing present, past, and future Travelling Eating habits Education Intercultural context and its influence on interaction and communication The most common mistakes as a cause of misunderstanding Specificities and different accents of individual foreign languages Language practice and activities on individual topics CEFR ? A1-2			
162KXFT	Creativity Development	KZ	3
Participants will learn how creativity forms and develops in the context of psychology and education, discover the nature of creativity, its structure, types and conditions for its development, links between creativity and age (culmination of creativity), theories of creativity, the nature of creative thinking, personality of a creative individual, creative process and its phases, barriers to creativity and methods of forming and developing creativity diagnostics.			
162KXFR	Financial Management of Investment Projects	ZK	3
The subject Financial Management of Investment Projects provides a complex explanation of all essential financial management questions - the main concepts, tools and methods of the financial management. Introduction into the field of investment projects and their financing (Basic concepts of valuation and project financing, preparation and financial planning of investment projects, main relations between the company and project disciplines).			
162KXMR	Managerial Decision Making	KZ	3
Introduction to managerial decision-making, decision processes and their structure, rational problem solving approaches, basic methods of decision-making under certainty, risk and uncertainty, risk management, group decision-making and choice of decision-making style.			
162KXLS	Logistics Systems Implementation	KZ	3
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.			
162KXPS	Corporate Production Systems Implementation	KZ	3
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.			

162KXPF	Enterprising with Small and Medium Company	KZ	3
Upon successful completion of this course, students will be able to execute essential decision in business area, to obtain and process information, to formulate recommendations for owner of firms, for top managers and for managers at the level of particular enterprise activities. Students will be able to present and defend their attitudes, to answer questions and to co-operate in a team.			
162KXPR	Psychology and Sociology in Management	KZ	3
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.			

## List of courses of this pass:

Code	Name of the course	Completion	Credits
04KAJ1	English Language 1	Z	3
04KAJ2	English Language 2	ZK	3
161KDP	Development Projects	Z	3
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, Creating prices of individual products, System of risk management, Managing project implementation and organisational support, Managing change with clients and suppliers, Activities related to the project conclusion.			
161KFT	Money, Banks, and Financial Markets	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.			
161KMA	Macroeconomics	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.			
161KMF	International Finance	Z,ZK	6
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).			
161KMI	Microeconomics	Z,ZK	6
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.			
161KMO	Basics of Management	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.			
161KMZ	Basics of Marketing	Z,ZK	3
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.			
161KOP	Commercial Law	Z,ZK	3
The course consists of the interpretation of the basic institutes of commercial law, the relationship between commercial and civic law and their primary authorities. Special attention is paid to the legal framework for the conditions and forms of business undertaking. It also includes issues relating to legal obligations, especially those implied by contracts concluded as part of business activities, including contracts concluded with foreign entities.			
161KPE	Basics of Business Economics	Z,ZK	6
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. Personal information system.			
161KPP	Employment Law	Z,ZK	3
Issues relating to the 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. 2nd part will include the employment legisl. for employers and union organisations or employee boards and representatives for S&HP, collective bargaining and collective disputes. Besides this, the course will also include employment legislation in connection with the newly adopted Employment Act (2004), employment of the handicapped and legislation relating to remuneration. All of these aspects will be taught in comparison with the legal regulations applicable in the EU.			
161KPR	Human Resources Management	Z,ZK	3
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.			
161KPS	Project of Corporate Information System	Z	3
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.			
161KRI	Information Management and Company Information Systems	Z	3
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.			

161KRP	<b>Project Management</b> 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. Overall costs of projects and contracts. Project management organisation. Analytic techniques (Cause and effect diagram, Pareto analysis, Delphi oracle). The use of decision trees in project management.	Z,ZK	3
162KDP	<b>Diploma Thesis</b>	Z	9
162KFU	<b>Financial Accounting and Taxes</b> Definition of accounting entities, legal requirements for the extent of accounting records and the accounting information 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 taxes. Adjustment of accounting profit or loss to the tax base. Value added tax.	Z,ZK	3
162KM	<b>Management 2</b> 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.	Z,ZK	6
162KMJ	<b>International Business Negotiation</b> 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.	Z,ZK	3
162KMM	<b>International Marketing</b> This subject emphasises the graduate's profile in the field of international business. During the course the students acquire knowledge and skills in the field of international marketing which can then be applied in companies which enter into international business relationships.	Z,ZK	3
162KMR	<b>Research Methods for Managers</b> 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.	Z	3
162KNU	<b>Cost (Managerial) Accounting</b> 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.	Z,ZK	3
162KOP	<b>Business Transactions and Foreign Payment Operations</b> The subject provides a basic overview of the import and export of material goods, of the regular commercial conditions in these transactions, including payment security and accessories. It also deals in the various forms of introducing companies onto the international markets.	Z,ZK	3
162KPE	<b>Business Economics 2</b> 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 of value.	Z,ZK	6
162KRP	<b>Implementation of Strategic Change</b> 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.	Z,ZK	3
162KSA	<b>Project of Field Research for Strategic Analysis</b> 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.	Z	3
162KSP	<b>Project of Feasibility Study</b> 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.	Z,ZK	3
162KXCOI	<b>Competitive Intelligence</b> 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.	KZ	3
162KXFR	<b>Financial Management of Investment Projects</b> The subject Financial Management of Investment Projects provides a complex explanation of all essential financial management questions - the main concepts, tools and methods of the financial management. Introduction into the field of investment projects and their financing (Basic concepts of valuation and project financing, preparation and financial planning of investment projects, main relations between the company and project disciplines).	ZK	3
162KXFT	<b>Creativity Development</b> Participants will learn how creativity forms and develops in the context of psychology and education, discover the nature of creativity, its structure, types and conditions for its development, links between creativity and age (culmination of creativity), theories of creativity, the nature of creative thinking, personality of a creative individual, creative process and its phases, barriers to creativity and methods of forming and developing creativity diagnostics.	KZ	3
162KXLS	<b>Logistics Systems Implementation</b> 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.	KZ	3
162KXMR	<b>Managerial Decision Making</b> Introduction to managerial decision-making, decision processes and their structure, rational problem solving approaches, basic methods of decision-making under certainty, risk and uncertainty, risk management, group decision-making and choice of decision-making style.	KZ	3
162KXPF	<b>Enterprising with Small and Medium Company</b> Upon successful completion of this course, students will be able to execute essential decision in business area, to obtain and process information, to formulate recommendations for owner of firms, for top managers and for managers at the level of particular enterprise activities. Students will be able to present and defend their attitudes, to answer questions and to co-operate in a team.	KZ	3
162KXPR	<b>Psychology and Sociology in Management</b> 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.	KZ	3

162KXPS	Corporate Production Systems Implementation	KZ	3
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.			
16XDJ	Second Foreign Language	Z,ZK	5
The subject focuses on everyday communication in a foreign language other than English on the A1 ? A2 level, on expressing opinions, and understanding of working and language customs of other cultures. The seminar emphasizes the importance of comprehensibility and correct understanding in a foreign language culture, the ability to manage everyday study and working tasks, including written communication, understanding of cultural differences influencing communication and adaptation to an intercultural environment. Outline of the subject: Introductions, welcoming, small talk Agreement, disagreement, questions Expressing present, past, and future Travelling Eating habits Education Intercultural context and its influence on interaction and communication The most common mistakes as a cause of misunderstanding Specificities and different accents of individual foreign languages Language practice and activities on individual topics CEFR ? A1-2			

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

Generated: day 2025-07-04, time 03:59.