

# Study plan

## Name of study plan: N-RRP-prez.forma od 12/13

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 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: 80

The role of the block: Z

Code of the group: 1.S.RRP-P OD 10/11

Name of the group: 1.s.RRP-od 10/11 prezen ní 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 7 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
04JA1	English Language 1	Z	2	0P+2C		z
16E	Economics	Z,ZK	5	3P+1C	Z	z
16OVL	Employee Organization and Management	Z	4	2P+1C	Z	z
16RME	Regional and Local Economy	Z,ZK	5	2P+2C	Z	z
16SRG	Socio-economic Geography	Z,ZK	5	2P+2C	Z	z
16SI	System Engineering	Z,ZK	5	4P+0C	Z	z
16ZP	Elements of Law	Z,ZK	4	2P+1C	Z	z

### Characteristics of the courses of this group of Study Plan: Code=1.S.RRP-P OD 10/11 Name=1.s.RRP-od 10/11 prezen ní forma

04JA1	English Language 1	Z	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
16E	Economics	Z,ZK	5
Introducing participants to the world economy, explaining the principles of economic thinking, illustrating the problem of resource scarcity and production effectiveness, aligning with profit maximization, distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic indicators, distinguishing different economic systems, identifying the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the government, applying macroeconomic theory to present problems of countries and integrated coalitions.			
16OVL	Employee Organization and Management	Z	4
The aim of the subject is to connect the students' knowledge of management and project management with new information on employee organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.			
16RME	Regional and Local Economy	Z,ZK	5
Regional and municipal economy deals with social ? economic development of regions and towns. It is based on spatial application of common economic theory and regional economy. The main part of the subject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the government sector of regions and towns and the possibilities of influencing by the authorities that have responsibility for development of regions and towns. The subject contains also key concepts and pieces of knowledge from the field of territorial finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of incomes and expenses of territorial budget with an emphasis on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the subject, especially the localization theories.			

16SRG	Socio-economic Geography	Z,ZK	5
The subject helps to understand the development, current situation and the main trends in economic distribution and other social ? economic activities of man on different regional levels. Students should get basics of geographical thinking, they should understand problems in territorial context and the rules of development.			
16SI	System Engineering	Z,ZK	5
System conception, Clasification of systems. Open systems, closed systems, deterministic systems, stochastic systems, hard and soft systems. Optimization methods for systems, methods of graph theory, optimization of continuous systems, branch and bound methodology, Bellman's princip of optimazation. Optimization and simulation of stochastic systems. Graphic descriptions of systems, hierarchical diagram, ER diagram, structure chart. Soft systems methodology.			
16ZP	Elements of Law	Z,ZK	4
The purpose of education is to give students a basic understanding of legal issues that will be useful to them in an elementary way to understand the extent legal reasoning, the principles of creation, interpretation and application of the law and the relation of the public authority. Students also gain basic knowledge of selected fields of law in force, partially differentiated according to their specialization. On the basis of that knowledge should be able to graduate to know clearly contrary to fundamental legal principles and to communicate adequately with qualified attorneys.			

Code of the group: 2.S.RRP-P OD 10/11

Name of the group: 2.s.RRP-od 10/11 prezen ní 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 7 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
04JA2	English Language 2	Z	2	0P+2C		z
16MPR	Marketing and Public Relations	Z	4	2P+1C	L	z
16RD	Regional Demography	Z,ZK	5	4P+0C	L	z
16PR	Regional Policy	Z,ZK	4	2P+2C	L	z
16RP	Project Management	Z,ZK	5	2P+2C	Z	z
16SR	Strategic Management	Z,ZK	5	2P+2C	Z	z
16UP	Urban Planning and Regional Development	Z,ZK	5	4P+0C	L	z

**Characteristics of the courses of this group of Study Plan: Code=2.S.RRP-P OD 10/11 Name=2.s.RRP-od 10/11 prezen ní forma**

04JA2	English Language 2	Z	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
16MPR	Marketing and Public Relations	Z	4
Introduction to the marketing concepts and adoption of marketing categories. Understanding elements of marketing planning and management using marketing tools in practice with the emphasis on the ability to apply marketing principles in a different fields of enterprise.			
16RD	Regional Demography	Z,ZK	5
The main aim of this course is to acquaint the students in detail with the findings and methods of regional demography. To teach them to analyse given regions with the help of both demographic and statistical methods and to acquaint them with the demographic situation with regard to the regions of the Czech Republic and also with the demographic situation in the world with special focus on migration and its significance.			
16PR	Regional Policy	Z,ZK	4
The provision of integral theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis of the conception role of state, regional and local authorities related to effective and balanced development of all regions.			
16RP	Project Management	Z,ZK	5
The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.			
16SR	Strategic Management	Z,ZK	5
The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.			
16UP	Urban Planning and Regional Development	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			

Code of the group: 4.S.RRP-P OD 11/12

Name of the group: 4.s.RRP-od 11/12 prezen ní forma

Requirement credits in the group: In this group you have to gain 20 credits

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

Credits in the group: 20

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
16DPI	Diploma Thesis	Z	15	0+8		z
16PRG	Programming in the CR and in the EU	Z,ZK	5	2P+2C	Z	z

Characteristics of the courses of this group of Study Plan: Code=4.S.RRP-P OD 11/12 Name=4.s.RRP-od 11/12 prezen ní forma

16DPI	Diploma Thesis	Z	15
16PRG	Programming in the CR and in the EU	Z,ZK	5

Introduction to basic approaches of programming in the CR and in the EU. Getting an overview of the programs implemented in the Czech Republic within the economic and social cohesion and programs implemented by national funds. Emphasis on basic principles of project design, acquisition of the ability to create a project proposal to support development of the city or region.

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 15

The role of the block: PV

Code of the group: PVP-N-RRP OD 11/12

Name of the group: PVP-N-RRP od 11/12 prezen ní forma

Requirement credits in the group: In this group you have to gain 15 credits

Requirement courses in the group: In this group you have to complete at least 3 courses

Credits in the group: 15

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
16XMK	Developing Intercultural Communicative Competence	Z,ZK	5	0P+3C	L	PV
16XBS	Balanced Scorecard	Z,ZK	5	1P+2C	L	PV
16XCI	Competitive Intelligence	Z,ZK	5	1P+2C	L	PV
16XDB	Description in Business	Z,ZK	5	0P+4C		PV
16XD	Transport Systems	Z,ZK	5	3+0		PV
16XNE	Ecology and Sustainable Development	Z,ZK	5	1P+2C	L	PV
16XENU	Sustainable Development: Economics and Policy	Z,ZK	5	1P+2C	L	PV
16XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5	1P+2C	L	PV
16XEF	European Social Fund	Z,ZK	5	1P+2C	L	PV
16XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5	1P+2C	L	PV
16XG	Geographic and Information Systems	Z,ZK	5	3+0		PV
16XIT	Information and Communication Technologies	Z,ZK	5	3+0		PV
16XIP	Inter-cultural Psychology	Z,ZK	5	1P+2C	L	PV
16XP	Small and Medium Business	Z,ZK	5	1P+2C	L	PV
16XSP	Management of Construction and Developers' Projects	Z,ZK	5	1P+2C	L	PV
16XMS	Modernisation of Public Administration	Z,ZK	5	3+0		PV
16XOP	Valuation of Firm and Projects	Z,ZK	5	1P+2C	L	PV
16XNP	Presentation and Communication Skills	Z,ZK	5	0P+3C	L	PV
16XDO	Presentation Skills in English	Z,ZK	5	0P+4C	L	PV
16XRM	Restoration and Urban Development	Z,ZK	5	3+0		PV
16XR	Reconditioning and Rural Development	Z,ZK	5	1P+2C	L	PV
16XRZ	Administration of Municipalities and Regions	Z,ZK	5	3+0		PV
16XV	English for Meetings and Negotiations	Z,ZK	5	0P+4C	L	PV
16XSC	Smart Cities and Smart Regions	Z,ZK	5	1P+2C	L	PV
16XNSR	Municipalities and Regions Development Strategy	Z,ZK	5	1P+2C	L	PV
16XEU	Structures and Legislation of the European Union	Z,ZK	5	1P+2C	L	PV
16XNUP	Urban Planning and Regional Development	Z,ZK	5	1P+2C	L	PV

**Characteristics of the courses of this group of Study Plan: Code=PVP-N-RRP OD 11/12 Name=PVP-N-RRP od 11/12 prezen ní forma**

16XMK	Developing Intercultural Communicative Competence	Z,ZK	5
The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
16XBS	Balanced Scorecard	Z,ZK	5
The aim of the course is to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance parameters. These performance parameters used by planning of firm's development and by results evaluation are followed in complex approach. Further the student is able to master performance parameters in business decision making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for making business projects.			
16XCI	Competitive Intelligence	Z,ZK	5
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.			
16XDB	Description in Business	Z,ZK	5
Development of language knowledge and skills focusing on special purposes of the study programme with the main aim to adequately use the language in both speaking and writing.			
16XD	Transport Systems	Z,ZK	5
The course will acquaint the students with&gt; ?basic features of individual kinds of transport (road, railway, air, water) ?relations between transport and territory. ?transport surveys: logistics in in large territorial units, regions, towns and villages. ?reciprocal relations between a transport route and territory. ?public, individual , cargo transport (freight) ? prospective of further transport development in Europe (EU) and the Czech Republic (national transport network) , the relation of urban and transport planning ?transport and environment, noise and vibration, exhaust fumes, accidents, land confiscation, energy consumption ?the impact of transport systems upon landscape and settlements ?transport and sustainability			
16XNE	Ecology and Sustainable Development	Z,ZK	5
Ecology in the general sense, basic terms, environmental laws and regularities. Man and the environment - global problems of mankind: damaging components of the environment, non-renewable and renewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sustainable development - definitions, basic concepts, indicators, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development. Sustainable development in sectors of the national economy: air, transport, water. Sustainable development in the regions and municipalities.			
16XENU	Sustainable Development: Economics and Policy	Z,ZK	5
16XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5
Influence of socio-economic changes after 1989 on the introduction of new management methods in public administration. Different and the same characteristics of public and private sector. Implementation of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Agenda 21, ISO, EFQM, BSC, benchmarking); Communications and Public Relations, Public Relations; participation and involvement of the local community in the public administration, the role of the citizen, motives and barriers to their participation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and informatization - Czech POINT, data boxes, electronic registers, GIS, KIVS, electronic notice boards.			
16XEF	European Social Fund	Z,ZK	5
European social fund and its position among other implemets of regional development and reaching of economic and social cohesion of EU and the Czech republic. Experiences gained during the realization of operational programmes financed by ESF and Initiative Association EQUAL financed by ESF in programming period 2000 ? 2006 and their transmission to the new programming period. Implementation of programmes financed by European social fund in Czech republic. Horizontal topics of European social fund and practical examples of their accomplishment in the proces of program and ESF project management.			
16XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5
To introduce problems of development and creation of cretivity 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.			
16XG	Geographic and Information Systems	Z,ZK	5
The course offers the following: the definition of Geographic and Information Systems (GIS); components, technological and programming equipment of GIS; acquisition costs and the life cycle of GIS components; geographic data and data models. The course also deals with resources and methods used in the acquisition of digital data, their types, linkage, and relational database models; geographically oriented database of spatial information; geographic and topological methods of information processing and its application; modelling and simulation of data structures, and GIS application areas. Cíl p edm tu			
16XIT	Information and Communication Technologies	Z,ZK	5
The following themes create the content of the course: ?listing of audio-visual technology ?computer networks (local and remote) ?topology, linking, addressing, communication protocols ?history of the Internet ?access to the Internet` ?FTP, Gopher and WWW protocols ? basics of functioning and usage, hypertext. ?communication services on the Internet ? electronic mail, IRC. ?searching information on the Internet ?Internet security, futher perspectives of the Internet development.			
16XIP	Inter-cultural Psychology	Z,ZK	5
The subject "Inter-cultural psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union environment, but students will have a chance to learn about other important world cultures as well - like leading American or Asian cultures. The content of this subject includes different aspects of intercultural interactions and understanding cultural differences - as language, habits, values or prejudices. Important parts of this subject are practical examples and intercultural communication exercises.			
16XP	Small and Medium Business	Z,ZK	5
The aim of the course is to provide for students necessary competences for feasibility study and business plan elaboration, to explain methods for construction, financial management and evaluation of a business plan/project. Students are able to understand accesses used on tactical and operational managerial levels.			
16XSP	Management of Construction and Developers´ Projects	Z,ZK	5
The course will acquaint the students with the preparation of developers´ projects, urban planning and projects designed for building permits. Marketing of developers´ activities including supply and demand analysis and forms of sales are among the key issues the course will deal with. The other areas include: ?Acquisition of estates ? practical implications in the given area. ?Financing of developer´s project ? financial analysis aimed at recoverability and the overall feasibility,financial resources, credits terms and conditions, optimum financing, time planning, cash flow administration, accounting, requirements for mortgage refinancing. ?Risk management ? definition, evaluation, restrictions, continuous supervision and risk management, final evaluation ?Management of project implementation and its organisation, change management with clients and suppliers.			
16XMS	Modernisation of Public Administration	Z,ZK	5
This course focuses on initial conditions and prerequisites for changes in public administration and management of public administration, on differences and similarities between public and private sectors. It also deals with the potentials to apply management tools to individual areas of Public Administration Management which includes strategic management in public administration, strategic development documents for territorial units on various levels of administration, human resources management, principles of financial management, quality management methods (models CAF, EFQM, BSC, benchmarking); public relations, local citizens´ participation in public administration, the role of a citizen, and with legislative framework of individual areas of administration.			
16XOP	Valuation of Firm and Projects	Z,ZK	5
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			

16XNP	Presentation and Communication Skills	Z,ZK	5
By practicing and exercising, the students learn how to communicate successfully and how to prepare and provide speeches adequate for different situations. They will understand principals of verbal and nonverbal communication, structure and different drafts of informative and persuasive speeches, they will go through creative writing and some basic vocal training. They will learn how to use different methods of argumentation, how to deal with questions and to use visual aids.			
16XDO	Presentation Skills in English	Z,ZK	5
Development of language knowledge and skills focusing on better comprehension and comprehensibility of speaking and presenting opinions, services, study programmes and products.			
16XRM	Restoration and Urban Development	Z,ZK	5
The course provides an insight into the issue of city restoration , its types and tools, deals with sustainable development, urban restoration and sites conservation. The UNESCO heritage sites, European cultural cities, development strategy for regional systems and settlements, as well as restoration of small settlements development belong to the essential parts of the course.			
16XR	Reconditioning and Rural Development	Z,ZK	5
Obecným cílem p edm tu je p edstavit spole enský a hospodá ský význam venkova v souvislosti s využíváním p dy, správou p írodních zdroj a životního prost edí a s údržbou krajiny. Ke specifickým cíl m pat í získání základních znalostí a porozum ní problematice venkova a politik pro regeneraci a rozvoje venkova jak z národní, tak z EU úrovni . Pozornost je také v nována nástroj m pro udržitelný rozvoj venkova pomoci program , dotací, služeb a spolupráce.			
16XRZ	Administration of Municipalities and Regions	Z,ZK	5
The course deals with sustainable development, financial and information systems of municipalities and the strategies as worked out for the following areas: ?development of micro-regions ? development of big territorial units ?non-profit organisations ?implementation of changes in regions ?investments of municipalities ?choice of financial resources ?project assessments for credit financing of strategic projects ?PR strategy planning ?regional operational programs ?regional development agencies in the period of preparation, processing and implementation of strategies ?European Regional Planning Charter border and cross-border cooperation			
16XV	English for Meetings and Negotiations	Z,ZK	5
Consolidation and strengthening of the language skills needed for management purposes with the focus on improvement in practical communication.			
16XSC	Smart Cities and Smart Regions	Z,ZK	5
16XNSR	Municipalities and Regions Development Strategy	Z,ZK	5
The aim of the course is to understand the mission and the principles of regional/municipal development, the complexity of regional politics and the concepts such as sustainability, subsidiarity and partnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general public; to discuss the challenge of public issues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the most appropriate strategy.			
16XEU	Structures and Legislation of the European Union	Z,ZK	5
Content of the subject: Brief historical development of ideas concerning unification of Europe and forming of European Union. Contemporary external and internal environment of EU in globalised world. Institutions and other bodies of EU ? their characteristics, function and interrelationships between them. Basics and principles of EU legislation, the process of creating and approving and EU constitution. Unified european market and its strengths and weaknesses, economic competition, currency union, defence and development policy and implements for their realisation (particularly for structural policy). Concept of welfare state and accomplishment of it in member states of EU. Process of the EU enlargement and its orientation and employment in globalized world. Visions, goals and priorities of EU and expected development within new programming period 2007 ? 2013.			
16XNUP	Urban Planning and Regional Development	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			

Name of the block: pomocná

Minimal number of credits of the block: 25

The role of the block: !

Code of the group: 3.S.RRP-P OD 11/12

Name of the group: 3.s.RRP-od 11/12 prezen ní forma

Requirement credits in the group: In this group you have to gain 25 credits

Requirement courses in the group: In this group you have to complete at least 6 courses

Credits in the group: 25

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
04JA3	English Language 3	Z,ZK	2	0P+2C		!
16EKL	Ecology	Z	5	3+0	Z	!
16ES	Economics Statistics	Z,ZK	4	2P+1C	Z	!
16FI	Investment Financing	Z,ZK	5	4P+0C	Z	!
16HSS	Economic, Social and Territorial Cohesion of the EU	Z,ZK	4	2P+1C	Z	!
16OL	Organization and Legistation of Public Administration in the Czech Republic	Z,ZK	5	4P+0C	Z	!

Characteristics of the courses of this group of Study Plan: Code=3.S.RRP-P OD 11/12 Name=3.s.RRP-od 11/12 prezen ní forma

04JA3	English Language 3	Z,ZK	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. In addition to this, the aim of the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application of the given phenomena. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.			

16EKL	Ecology	Z	5
Ecology - content, basic terminology; Autecology - individual and species, abiotic and biotic factors, reaction of organism on effects of abiotic factors; Demecology - population and its basic parameters, intraspecific and interspecific relations, life strategy; Synecology - characteristics, evaluation of community, energy flow through ecosystem, primary and secondary production, stability of communities and ecosystems; human ecological problems.			
16ES	Economics Statistics	Z,ZK	4
Demonstrating the way of statistical information origin about economical and social effects and processes, the possibilities and limits of their cohesion and practical applications together with the options of using statistical methods of analytical procedures in common statistical practice.			
16FI	Investment Financing	Z,ZK	5
Learning about the sources of investment financing, the tools of short-term and long-term financing, the methods of investment evaluation, financing investment decision, risk instance, the methods of financing for cities and local units from European funds.			
16HSS	Economic, Social and Territorial Cohesion of the EU	Z,ZK	4
The course deals with theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and importance. It focuses on the regional and structural policy within particular programming periods of EU.			
16OL	Organization and Legislation of Public Administration in the Czech Republic	Z,ZK	5
Public administration as an important part of executive power in a state represents complex organism - its understanding is a necessary assumption for successful project implementation in line with public sector operations. The goal of this subject is to provide a compact overview of the Czech administration system, pointing out to basic modern principles of determined architecture and to inform on the fundamental level about possible management forms of individual administrative authorities. The course is mainly focused on state and government administration as the most important part of the public administration.			

### List of courses of this pass:

Code	Name of the course	Completion	Credits
04JA1	English Language 1	Z	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
04JA2	English Language 2	Z	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.			
04JA3	English Language 3	Z,ZK	2
The course aims at business and managerial language, as used in company management. The student's skills in foreign language speaking and writing are to be developed in the area of management (work and motivation, company structure, managing across cultures, recruitment). The students are also acquainted with the most up-to-date professional jargon dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension. In addition to this, the aim of the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application of the given phenomena. Methodologically, the course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar, systematic practice of typical case-study situations, teamwork and giving feedback.			
16DPI	Diploma Thesis	Z	15
16E	Economics	Z,ZK	5
Introducing participants to the world economy, explaining the principles of economic thinking, illustrating the problem of resource scarcity and production effectiveness, aligning with profit maximization, distinguishing ideal and limited competition. Understanding the meaning and construction of the main macroeconomic indicators, distinguishing different economic systems, identifying the principles of government economic politics, understanding the fundamentals of fiscal and monetary policy of the government, applying macroeconomic theory to present problems of countries and integrated coalitions.			
16EKL	Ecology	Z	5
Ecology - content, basic terminology; Autecology - individual and species, abiotic and biotic factors, reaction of organism on effects of abiotic factors; Demecology - population and its basic parameters, intraspecific and interspecific relations, life strategy; Synecology - characteristics, evaluation of community, energy flow through ecosystem, primary and secondary production, stability of communities and ecosystems; human ecological problems.			
16ES	Economics Statistics	Z,ZK	4
Demonstrating the way of statistical information origin about economical and social effects and processes, the possibilities and limits of their cohesion and practical applications together with the options of using statistical methods of analytical procedures in common statistical practice.			
16FI	Investment Financing	Z,ZK	5
Learning about the sources of investment financing, the tools of short-term and long-term financing, the methods of investment evaluation, financing investment decision, risk instance, the methods of financing for cities and local units from European funds.			
16HSS	Economic, Social and Territorial Cohesion of the EU	Z,ZK	4
The course deals with theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and importance. It focuses on the regional and structural policy within particular programming periods of EU.			
16MPR	Marketing and Public Relations	Z	4
Introduction to the marketing concepts and adoption of marketing categories. Understanding elements of marketing planning and management using marketing tools in practice with the emphasis on the ability to apply marketing principles in a different fields of enterprise.			
16OL	Organization and Legislation of Public Administration in the Czech Republic	Z,ZK	5
Public administration as an important part of executive power in a state represents complex organism - its understanding is a necessary assumption for successful project implementation in line with public sector operations. The goal of this subject is to provide a compact overview of the Czech administration system, pointing out to basic modern principles of determined architecture and to inform on the fundamental level about possible management forms of individual administrative authorities. The course is mainly focused on state and government administration as the most important part of the public administration.			
16OVL	Employee Organization and Management	Z	4
The aim of the subject is to connect the students' knowledge of management and project management with new information on employee organization and management. The outcome will be a graduate qualified for employee management in practice. Topics covered are personnel planning, selection methods, team construction and making good use of team member			

potential. Also time management and delegation, situational management, performance evaluation and training of leading an evaluation discussion. Last third of the subject covers succession planning, motivation, influencing company culture and crisis situation solving.			
16PR	Regional Policy	Z,ZK	4
The provision of integral theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis of the conception role of state, regional and local authorities related to effective and balanced development of all regions.			
16PRG	Programming in the CR and in the EU	Z,ZK	5
Introduction to basic approaches of programming in the CR and in the EU. Getting an overview of the programs implemented in the Czech Republic within the economic and social cohesion and programs implemented by national funds. Emphasis on basic principles of project design, acquisition of the ability to create a project proposal to support development of the city or region.			
16RD	Regional Demography	Z,ZK	5
The main aim of this course is to acquaint the students in detail with the findings and methods of regional demography. To teach them to analyse given regions with the help of both demographic and statistical methods and to acquaint them with the demographic situation with regard to the regions of the Czech Republic and also with the demographic situation in the world with special focus on migration and its significance.			
16RME	Regional and Local Economy	Z,ZK	5
Regional and municipal economy deals with social ? economic development of regions and towns. It is based on spatial application of common economic theory and regional economy. The main part of the subject is analysing the processes that lead to spatial organization of the society. Another important part is analysing the government sector of regions and towns and the possibilities of influencing by the authorities that have responsibility for development of regions and towns. The subject contains also key concepts and pieces of knowledge from the field of territorial finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of incomes and expenses of territorial budget with an emphasis on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the subject, especially the localization theories.			
16RP	Project Management	Z,ZK	5
The subject defines a project and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Other subjects are planning, resource management, using software for the project management, the process of a feasibility study development. Students will practice the methods for decision making applicable to projects as the decision trees development and the problem analysis.			
16SI	System Engineering	Z,ZK	5
System conception, Clasification of systems. Open systems, closed systems, deterministic systems, stochastic systems, hard and soft systems. Optimization methods for systems, methods of graph theory, optimization of continuous systems, branch and bound methodology, Bellman's princip of optimazation. Optimization and simulation of stochastic systems. Graphic descriptions of systems, hierarchical diagram, ER diagram, structure chart. Soft systems methodology.			
16SR	Strategic Management	Z,ZK	5
The aim of the course is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master general knowledge in management of economical subjects and public administration institutions and understanding of basic models and instruments which are used in managerial practice. On the grounds of gained competences the students are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the construction of the strategic plan.			
16SRG	Socio-economic Geography	Z,ZK	5
The subject helps to understand the development, current situation and the main trends in economic distribution and other social ? economic activities of man on different regional levels. Students should get basics of geographical thinking, they should understand problems in territorial context and the rules of development.			
16UP	Urban Planning and Regional Development	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			
16XBS	Balanced Scorecard	Z,ZK	5
The aim of the course is to gain necessary knowledge for the right strategy implementation in an enterprise and by use of it to evaluate performance parameters. These performance parameters used by planning of firm's development and by results evaluation are followed in complex approach. Further the student is able to master performance parameters in business decision making processes and formulate tasks for teams which procure business internal processes. Gain knowledge are applicable for making business projects.			
16XCI	Competitive Intelligence	Z,ZK	5
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.			
16XD	Transport Systems	Z,ZK	5
The course will acquaint the students with>?basic features of individual kinds of transport (road, railway, air, water) ?relations between transport and territory. ?transport surveys: logistics in in large territorial units, regions, towns and villages. ?reciprocal relations between a transport route and territory. ?public, individual , cargo transport (freight) ? prospective of further transport development in Europe (EU) and the Czech Republic (national transport network) , the relation of urban and transport planning ?transport and environment, noise and vibration, exhaust fumes, accidents, land confiscation, energy consumption ?the impact of transport systems upon landscape and settlements ?transport and sustainability			
16XDB	Description in Business	Z,ZK	5
Development of language knowledge and skills focusing on special purposes of the study programme with the main aim to adequately use the language in both speaking and writing.			
16XDO	Presentation Skills in English	Z,ZK	5
Development of language knowledge and skills focusing on better comprehension and comprehensibility of speaking and presenting opinions, services, study programmes and products.			
16XEF	European Social Fund	Z,ZK	5
European social fund and its position among other implemets of regional development and reaching of economic and social cohesion of EU and the Czech republic. Experiences gained during the realization of operational programmes financed by ESF and Initiative Association EQUAL financed by ESF in programming period 2000 ? 2006 and their transmission to the new programming period. Implementation of programmes financed by European social fund in Czech republic. Horizontal topics of European social fund and practical examples of their accomplishment in the proces of program and ESF project management.			
16XENU	Sustainable Development: Economics and Policy	Z,ZK	5
16XEU	Structures and Legislation of the European Union	Z,ZK	5
Content of the subject: Brief historical development of ideas concerning unification of Europe and forming of European Union. Contemporary external and internal environment of EU in globalised world. Institutions and other bodies of EU ? their characteristics, function and interrelationships between them. Basics and principles of EU legislation, the process of creating and approving and EU constitution. Unified european market and its strengths and weaknesses, economic competition, currency union, defence and development policy and implements for their realisation (particularly for structural policy). Concept of welfare state and accomplishment of it in member states of EU. Process of the EU enlargement and its orientation and employment in globalized world. Visions, goals and priorities of EU and expected development within new programming period 2007 ? 2013.			
16XFR	Philosophical, Psychological, and Pedagogical Basics of Personality Development	Z,ZK	5
To introduce problems of development and creation of cretivity based on philosophy, psychology and pedagogy.The subject is focused on creativity and age, theory of creativity, process of creativity, barriers of creativity, dvelopment of creativity.			

16XG	Geographic and Information Systems	Z,ZK	5
The course offers the following: the definition of Geographic and Information Systems (GIS); components, technological and programming equipment of GIS; acquisition costs and the life cycle of GIS components; geographic data and data models. The course also deals with resources and methods used in the acquisition of digital data, their types, linkage, and relational database models; geographically oriented database of spatial information; geographic and topological methods of information processing and its application; modelling and simulation of data structures, and GIS application areas. Cíl p edm tu			
16XIP	Inter-cultural Psychology	Z,ZK	5
The subject "Inter-cultural psychology" concentrates on gaining knowledge and skills for working in international teams, primarily of European Union environment, but students will have a chance to learn about other important world cultures as well - like leading American or Asian cultures. The content of this subject includes different aspects of intercultural interactions and understanding cultural differences - as language, habits, values or prejudices. Important parts of this subject are practical examples and intercultural communication exercises.			
16XIT	Information and Communication Technologies	Z,ZK	5
The following themes create the content of the course: ?listing of audio-visual technology ?computer networks (local and remote) ?topology, linking, addressing, communication protocols ?history of the Internet ?access to the Internet` ?FTP, Gopher and WWW protocols ? basics of functioning and usage, hypertext. ?communication services on the Internet ? electronic mail, IRC. ?searching information on the Internet ?Internet security, futher perspectives of the Internet development.			
16XMK	Developing Intercultural Communicative Competence	Z,ZK	5
The seminar will focus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influencing communication, and examine the role of language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communication . Intercultural theories and their influence on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunderstanding . Language practice and activities . Case studies on individual topics Language level: CEFR B2			
16XMS	Modernisation of Public Administration	Z,ZK	5
This course focuses on initial conditions and prerequisites for changes in public administration and management of public administration, on differences and similarities between public and private sectors. It also deals with the potentials to apply management tools to individual areas of Public Administration Management which includes strategic management in public administration, strategic development documents for territorial units on various levels of administration, human resources management, principles of financial management, quality management methods (models CAF, EFQM, BSC, benchmarking); public relations, local citizens` participation in public administration, the role of a citizen, and with legislative framework of individual areas of administration.			
16XNE	Ecology and Sustainable Development	Z,ZK	5
Ecology in the general sense, basic terms, environmental laws and regularities. Man and the environment - global problems of mankind: damaging components of the environment, non-renewable and renewable resources. Monitoring the state of the environment, assessment of human impact on the environment, EIA, SEA. Sustainable development - definitions, basic concepts, indicators, legislation. Sustainable development in Europe, the Framework Programmes, the National Strategy for Sustainable Development. Sustainable development in sectors of the national economy: air, transport, water. Sustainable development in the regions and municipalities.			
16XNEM	Implementation of Information Technology and Modernisation of Public Administration	Z,ZK	5
Influence of socio-economic changes after 1989 on the introduction of new management methods in public administration. Different and the same characteristics of public and private sector. Implementation of principles of managerial work from private to public organizations. Modern methods of quality management (CAF, Local Agenda 21, ISO, EFQM, BSC, benchmarking); Communications and Public Relations, Public Relations; participation and involvement of the local community in the public administration, the role of the citizen, motives and barriers to their participation. The education of officials. E-governance - eGovernment. Evaluation of projects in the field of computerization and informatization - Czech POINT, data boxes, electronic registers, GIS, KIVS, electronic notice boards.			
16XNP	Presentation and Communication Skills	Z,ZK	5
By practicing and exercising, the students learn how to communicate successfully and how to prepare and provide speeches adequate for different situations. They will understand principals of verbal and nonverbal communication, structure and different drafts of informative and persuasive speeches, they will go through creative writing and some basic vocal training. They will learn how to use different methods of argumentation, how to deal with questions and to use visual aids.			
16XNSR	Municipalities and Regions Development Strategy	Z,ZK	5
The aim of the course is to understand the mission and the principles of regional/municipal development, the complexity of regional politics and the concepts such as sustainability, subsidiarity and partnership; to create a strategy of regional/municipal development, a plan of communication with stakeholders, institutions and general public; to discuss the challenge of public issues and public choice; to use the models and tools of practical strategic planning, modelling scenarios and making a choice of the most appropriate strategy.			
16XNUP	Urban Planning and Regional Development	Z,ZK	5
Introduction to Urban Planning and Regional Development. System approach to settlements: components, features, infrastructure. Ecology and settlements. Fundamental environmental legislation. Culture and settlements. Regeneration of towns and conversation. Landscape and settlements. Countryside issues. Social and economic infrastructure of settlements. Humanization of housing estates. Problems of urban sprawls. Problems of brownfields. Policy of settlements and regions development. Fundamental urban planning legislation. Limits of land resources use. Perfect town.			
16XOP	Valuation of Firm and Projects	Z,ZK	5
The aim of the course is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimate of the value of the company, depending on the stage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valuating and ensuing methods and gain skills in the application of basic methods. Practical skills will be acquired through case studies.			
16XP	Small and Medium Business	Z,ZK	5
The aim of the course is to provide for students necessary competences for feasibility study and business plan elaboration, to explain methods for construction, financial management and evaluation of a business plan/project. Students are able to understand accesses used on tactical and operational managerial levels.			
16XR	Reconditioning and Rural Development	Z,ZK	5
Obecným cílem p edm tu je p edstavit spole enský a hospodá ský význam venkova v souvislosti s využíváním p dy, správou p írodních zdroj a životního prost edí a s údržbou krajiny. Ke specifickým cíl m pat í získání základních znalostí a porozum ní problematice venkova a politik pro regeneraci a rozvoje venkova jak z národní, tak z EU úrovn . Pozornost je také v nována nástroj m pro udržitelný rozvoj venkova pomoci program , dotací, služeb a spolupráce.			
16XRM	Restoration and Urban Development	Z,ZK	5
The course provides an insight into the issue of city restoration , its types and tools, deals with sustainable development, urban restoration and sites conservation. The UNESCO heritage sites, European cultural cities, development strategy for regional systems and settlements, as well as restoration of small settlements development belong to the essential parts of the course.			
16XRZ	Administration of Municipalities and Regions	Z,ZK	5
The course deals with sustainable development, financial and information systems of municipalities and the strategies as worked out for the following areas: ?development of micro-regions ? development of big territorial units ?non-profit organisations ?implementation of changes in regions ?investments of municipalities ?choice of financial resources ?project assessments for credit financing of strategic projects ?PR strategy planning ?regional operational programs ?regional development agencies in the period of preparation, processing and implementation of strategies ?European Regional Planning Charter border and cross-border cooperation			
16XSC	Smart Cities and Smart Regions	Z,ZK	5
16XSP	Management of Construction and Developers` Projects	Z,ZK	5
The course will acquaint the students with the preparation of developers` projects, urban planning and projects designed for building permits. Marketing of developers` activities including supply and demand analysis and forms of sales are among the key issues the course will deal with. The other areas include: ?Acquisition of estates ? practical implications in the given			



area. ?Financing of developer's project ? financial analysis aimed at recoverability and the overall feasibility, financial resources, credits terms and conditions, optimum financing, time planning, cash flow administration, accounting, requirements for mortgage refinancing. ?Risk management ? definition, evaluation, restrictions, continuous supervision and risk management, final evaluation ?Management of project implementation and its organisation, change management with clients and suppliers.

16XV	English for Meetings and Negotiations Consolidation and strengthening of the language skills needed for management purposes with the focus on improvement in practical communication.	Z,ZK	5
16ZP	Elements of Law The purpose of education is to give students a basic understanding of legal issues that will be useful to them in an elementary way to understand the extent legal reasoning, the principles of creation, interpretation and application of the law and the relation of the public authority. Students also gain basic knowledge of selected fields of law in force, partially differentiated according to their specialization. On the basis of that knowledge should be able to graduate to know clearly contrary to fundamental legal principles and to communicate adequately with qualified attorneys.	Z,ZK	4

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

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