## Study plan

## Name of study plan: N-RRP-prez.forma od 15/16

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Management of Development Projects

Type of study: Follow-up master full-time

Required credits: 120 Elective courses credits: 0 Sum of credits in the plan: 120

Note on the plan:

Name of the block: Compulsory courses Minimal number of credits of the block: 72

The role of the block: Z

Code of the group: 1.S.RRP-P OD 15/16

Name of the group: 1.s.RRP od 15/16 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 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)  Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA1	English Language 1	Z	2	0P+2C		Z
16MI2	Microeconomics	Z,ZK	4	0P+2C	Z	Z
16NOV	Employee Organization and Management	Z,ZK	5	2P+2C	Z,L	Z
16RME2	Regional and Local Economy	Z,ZK	4	2P+2C	Z	Z
16RP	Project Management	Z,ZK	5	2P+2C	Z	Z
16SRG2	Socio-economic Geography	Z,ZK	4	2P+2C	Z	Z
16VSR	Public Administration and Regional Development	ZK	3	2P+0C	Z	Z
16NZP	Elements of Law	Z	3	2P+1C	Z	Z

#### Characteristics of the courses of this group of Study Plan: Code=1.S.RRP-P OD 15/16 Name=1.s.RRP od 15/16 prezen ní forma

04JA1	English Language 1	Z	2				
The course aims at bus	iness and managerial language, as used in company management. The student's skills in foreign language speaking and wr	iting are to be dev	veloped in the				
area of management ( v	area of management ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most up-to-date professional jargon						
dealing with project mar	dealing with project management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabulary extension.						
16MI2	Microeconomics	Z,ZK	4				
The course introduces t	he analysis of the financial markets at the intermediate level.						
16NOV	Employee Organization and Management	Z,ZK	5				
The aim of the subject is	s to connect the students' knowledge of management and project management with new information on employee organization	on and manageme	ent. The outcome				
will be a graduate qualif	ied for employee management in practice. Topics covered are personnel planning, selection methods, team construction and	making good use	of team member				
potential. Also time mar	nagement and delegation, situational management, performance evaluation and training of leading an evaluation discussion.	Last third of the s	ubject covers				
succession planning, m	otivation, influencing company culture and crisis situation solving.						
16RME2	Regional and Local Economy	Z,ZK	4				
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 sul	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 i	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** 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.

16SRG2	Socio-economic Geography	Z,ZK	4		
The subject helps to un	derstand the development, current situation and the main trends in economic distribution and other social? economic activiti	es of man on diffe	erent regional		
levels. Students should	els. Students should get basics of geographical thinking, they should understand problems in territorial context and the rules of development.				
16VSR	Public Administration and Regional Development	ZK	3		
16NZP	Elements of Law	Z	3		

Code of the group: 3.S.RRP-P OD 16/17

Name of the group: 3.s. RRP od 16/17 - 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 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) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G04L9903	English Language 3	Z,ZK	2	0P+2C		Z
G63C9908	Economic Statistics	Z,ZK	6	2P+2C		Z
G65C9907	Function, Organization, and Legislation of Public Administration	Z,ZK	4	2P+1C		Z
G65C9917	Programming in the CR and in the EU	Z,ZK	6	2P+2C		Z
G00C3101	Diploma Thesis Project Petr Vym tal Petr Vym tal	Z	0	1P+0C		Z
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z
G65C9906	Smart Cities and Regions	Z,ZK	6	2P+2C		Z

### Characteristics of the courses of this group of Study Plan: Code=3.S.RRP-P OD 16/17 Name=3.s. RRP od 16/17 - prezen ní forma

G04L9903 English Language 3 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 acquinted 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

G63C9908	Economic Statistics	Z,ZK	6
G65C9907	Function, Organization, and Legislation of Public Administration	Z,ZK	4
G65C9917	Programming in the CR and in the EU	Z,ZK	6
G00C3101	Diploma Thesis Project	Z	0
G63C1301	Corporate Financial Management	Z,ZK	6

The course provides a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have the opportunity to understand the main concepts, tools and methods of financial management of processes and projects and their use in decision-making practice. Substantial emphasis is placed on evaluating the financial performance of the company, evaluation and valuation of tangible and financial investment projects, working capital management, methods of financing the company, project financing, methods of financial planning and forecasting, and valuation techniques.

Code of the group: 4.S.RRP-P OD 16/17

case-study situations, teamwork and giving feedback

Name of the group: 4.s.RRP od 16/17 prezen ní forma

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

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

Credits in the group: 12

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G00C4101	Diploma Thesis	Z	9	0P+6C	L	Z
G65C9909	Sustainable Development: Economics and Policy	ZK	3	2P+0C	L	Z

#### Characteristics of the courses of this group of Study Plan: Code=4.S.RRP-P OD 16/17 Name=4.s.RRP od 16/17 prezen ní forma

G00C4101	Diploma Thesis	Z	9
G65C9909	Sustainable Development: Economics and Policy	ZK	3

Name of the block: Povinné p edm ty zam

Minimal number of credits of the block: 30

The role of the block: PZ

Code of the group: 2.S.RRP-P OD 15/16

Name of the group: 2.s.RRP-od 15/16-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 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)  Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
04JA2	English Language 2	Z	2	0P+2C		PZ
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4	2P+1C	L	PZ
16KM	Competitiveness of Cities	ZK	3	2P+0C	L	PZ
16MA2	Macroeconomics	Z,ZK	4	0P+2C	L	PZ
16RD2	Regional Demography	ZK	3	2P+0C	L	PZ
16NPR	Regional Policy	Z,ZK	5	2P+2C	L	PZ
16NSR	Strategic Management	Z,ZK	5	2P+2C	L	PZ
16NSM	Strategic Marketing	Z	4	2P+2C	L	PZ

04JA2	English Language 2	Z	2
The course aims a	business and managerial language, as used in company management. The student's skills in foreign language speaking and w	riting are to be dev	eloped in the
area of manageme	nt ( work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the r	nost up-to-date prof	fessional jargo
dealing with projec	t management and project planning. Further training in the proper use of grammar structures is provided simultaneously with voc	cabulary extension.	
16NHSS	Economic, Social, and Territorial Cohesion of the EU	Z,ZK	4
The course deals w	ith theoretical specification of the policy of economic, social and territorial cohesion in European union and its development and im	portance. It focuses	s on the regiona
and structural polic	y within particular programming periods of EU.		
16KM	Competitiveness of Cities	ZK	3
16MA2	Macroeconomics	Z,ZK	4
The course introdu	ces the issues of macroeconomic theory at the intermediate level.		
16RD2	Regional Demography	ZK	3
16NPR	Regional Policy	Z,ZK	5
The provision of in	egral theoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with emphasis	of the conception r	role of state,
regional and local	authorities related to effective and balanced development of all regions.		
16NSR	Strategic Management	Z,ZK	5
The aim of the cou	rse is to win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master	general knowledge	in managemer
of economical subj	ects and public administration institutions and understanding of basic models and instruments which are used in managerial pra	ctice. On the ground	ds of gained
competences the s	tudents are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the constru	uction of the strateg	ic plan.
16NSM	Strategic Marketing	7	4

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 18

The role of the block: PV

Code of the group: PVP-N-RRP OD 16/17

Name of the group: PVP-N-RRP od 16/17 prezen ní forma

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

Requirement courses in the group: In this group you have to complete at least 3 courses (at most 6)

Credits in the group: 18 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16C0101	Balanced Scorecard	Z,ZK	6	2P+2C	Z,L	PV
G63C0401	Competitive Intelligence	ZK	3	0P+2C	Z,L	PV
G04E0201	English for Intercultural Communication	Z,ZK	6	0P+4C	Z,L	PV
G63C0303	Financial Accounting	ZK	3	2P+0C	L	PV

G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G65C0301	Corporate Law	ZK	3	2P+0C	L	PV
G16C0102	Small and Medium Business	Z,ZK	6	2P+2C		PV
G04E0202	Meetings and Negotiations in English	Z,ZK	6	0P+4C	L	PV
G63C0201		ZK	3	0P+2C	L	PV
	Macroeconomic Analysis		_			
G63C0301	Valuation of Firm and Projects	Z,ZK	6	2P+2C	L	PV
G66C0101	Reflections of Technical Innovations in Culture	ZK	3	2P+0C	L	PV
G63C0302	Corporate Crisis	Z,ZK	3	2P+0C	L	PV
G65C0102	Public Administration Management and Decision-Making	ZK	3	2P+0C	L	PV
G88C0101	Management Competencies Seminar	KZ	6	0P+4C	L,Z	PV
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PV
G16C0103	Strategic Management - Simulations	ZK	3	0P+2C	L	PV
G88E0201	Selected Chapters of Innovation Management A-1	ZK	6	2P+2C		PV
G88E0202	Selected Chapters of Innovation Management A-2	ZK	6	2P+2C		PV
G88E0203	Selected Chapters of Innovation Management B-1	ZK	3	2P+0C		PV
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3	2P+0C		PV
G88E0205	Foreign Experience	Z	6	0P+4C		PV
	I oreign Experience	_		0		
Characteristics of	of the courses of this group of Study Plan: Code=PVP-N-RRP OD 10	6/17 Name=P	VP-N-RI	RP od 16/1	7 preze	n ní forma
G16C0101	Balanced Scorecard				,ZK	6
G63C0401	Competitive Intelligence				ZK	3
	Intelligence is a process of collecting, analyzing and disseminating data, information and	knowledge about	technologie	es in order to	be informed	d about a state
of the innovations, ted	chnology trends and possible future developments, and to have a better initial position for stra	ategic planning an	d decision			
G04E0201	English for Intercultural Communication				,ZK	6
	s on the importance of accuracy and comprehension in communication in a foreign language				-	
	nguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Co behaviour and language expression . International English as lingua franca . The most comi	_	-			
	tudies on individual topics Language level: CEFR B2	non mistakes as a	a cause of	misunderstan	uling . Laring	dage practice
G63C0303	Financial Accounting				ZK	3
G77C0001	Technology Assessment				ZK	3
G65C0301	Corporate Law				ZK	3
The subject Corporate	e law is focused on familiarize the students with business corporations and business groups.	The legal framew	ork can be			Code and the
Business Corporation	s Act. The subject is taught in form of lectures and ends with an exam.					
G16C0102	Small and Medium Business				,ZK	6
G04E0202	Meetings and Negotiations in English				,ZK	6
	and Negotiations is part of a series of courses for follow-up students focused on functional lan					
	ses on a collaborative model of the English language intended for a range of business or busi ional negotiation and communication strategies, part of the explanation is devoted to strateg	_	-	_		
	is based on the modern, increasingly widespread model of "International English", ie interna		-	-	-	
with recordings of nat	ive speakers of all English styles and focus on collocations and idiomatics of American and I	British English.				
G63C0201	Macroeconomic Analysis				ZK	3
	I on the application of intermediate econometric models.					
G63C0301	Valuation of Firm and Projects	ibay ara abla ta m	aka awalifi	I I	,ZK	6
	is to acquaint students with the measurement and management of enterprise value so that to ge of its life cycle, expected development and current financial condition. Students will learn a	-	-			
	cation of basic methods. Practical skills will be acquired through case studies.	bout options or ap	prodeiling	the valuating	ana crisain	ig motrious and
G66C0101	Reflections of Technical Innovations in Culture				ZK	3
The subject is intende	d for students of the Master's study program Project Management of Innovations. The teach	ing is aimed at ga	ining a wid	de range of kn	owledge fro	om the field of
innovation processes,	for the understanding and internalization of which a deep understanding of the connections	between science	and cultur	e is an absolu	tely key.	
G63C0302	Corporate Crisis			1	,ZK	3
	is an introduction of negative impacts of internal and external factors on the corporate life c	-	-		-	
	nt for students to be prepared on such a possible development and to have the knowledge to in economic as well as in legislative perspective. The course will be especially based on case	-		-		•
reality and legal regula		o otaaloo ana pra	otiodi appii		oung ourro	nt coorionno
G65C0102	Public Administration Management and Decision-Making				ZK	3
G88C0101	Management Competencies Seminar				KZ	6
	d for all CTU students in their final year of master's study programmes, they are specialists i	n their field alread	ly and indiv	I		
-	I for their employability and successful business careers start. The course is divided to four co					
	ortunity to consult the results with the partner companies. The course is aimed at practical applications are the course of the	oplication of know	ledge, deve	elopment of po	ersonal ma	nagement
	lividual self-presentation improvement.				7	2
G16E0501	Social Competences in Project and Process Management			-	Z	3
G16C0103	Strategic Management - Simulations				ZK	3
G88E0201	Selected Chapters of Innovation Management A-1				ZK	6

ZK

6

Selected Chapters of Innovation Management A-2

G88E0202

G88E0203	Selected Chapters of Innovation Management B-1	ZK	3
Students are able to	understand and analyze the distribution of resources as an important factor of European integration. They are able to examine	the cohesion impa	act of the main
European Union pol	icies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technologic	gical developmen	, social and
employment, structu	ral policies. The module emphasizes the relationships that exist between European Union policy interventions and their final imp	oact in different co	ountries, and
competitiveness and			
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Experience	Z	6

# List of courses of this pass:

area of management ( wor dealing with project O4JA2 The course aims at busin area of management ( wor dealing with project 16KM 16MA2 16MI2 16NHSS	English Language 1  ess and managerial language, as used in company management. The student's skills in foreign language speaking and a company structure, managing across cultures, recruitment). The students are also acquinted with the stranguage and project planning. Further training in the proper use of grammar structures is provided simultaneously.  English Language 2  ess and managerial language, as used in company management. The student's skills in foreign language speaking and a company and advication, company structure, managing across cultures, recruitment). The students are also acquinted with the stranguage and project planning. Further training in the proper use of grammar structures is provided simultaneously.  Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU  etical specification of the policy of economic, social and territorial cohesion in European union and its development and in	most up-to-date professi y with vocabulary extens Z d writing are to be develor most up-to-date professi	ional jargor sion.  2 sped in the ional jargor
area of management ( wor dealing with project O4JA2 The course aims at busin area of management ( wor dealing with project 16KM 16MA2 The MHSS The course deals with theo	and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously English Language 2  sess and managerial language, as used in company management. The student's skills in foreign language speaking and and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	most up-to-date professi y with vocabulary extens Z d writing are to be develor most up-to-date professi y with vocabulary extens ZK Z,ZK	ional jargorion.  2 pped in the ional jargorion.  3
dealing with project 04JA2 The course aims at busin area of management ( wor dealing with project 16KM 16MA2  16MI2  16NHSS The course deals with theo	English Language 2  The sess and management and project planning. Further training in the proper use of grammar structures is provided simultaneously and managerial language, as used in company management. The student's skills in foreign language speaking and and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously.  Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	y with vocabulary extens  Z d writing are to be develor most up-to-date professi ly with vocabulary extens  ZK  Z,ZK	pped in the ional jargo sion.
04JA2   The course aims at busin area of management ( wor dealing with project 16KM 16MA2   16MI2   16NHSS   The course deals with theo	English Language 2  ess and managerial language, as used in company management. The student's skills in foreign language speaking and and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously.  Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	Z d writing are to be develor most up-to-date professi ly with vocabulary extens ZK Z,ZK	2 oped in the ional jargo sion.
The course aims at busin area of management ( wor dealing with project 16KM 16MA2 16MI2 16NHSS The course deals with theo	ess and managerial language, as used in company management. The student's skills in foreign language speaking and and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	most up-to-date professi y with vocabulary extens ZK Z,ZK	pped in the ional jargo sion.
area of management ( wor dealing with project 16KM 16MA2 16MI2 16NHSS The course deals with theo	c and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the management and project planning. Further training in the proper use of grammar structures is provided simultaneously Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	most up-to-date professi y with vocabulary extens ZK Z,ZK	ional jargo ion.
dealing with project 16KM 16MA2 16MI2 16NHSS The course deals with theo	management and project planning. Further training in the proper use of grammar structures is provided simultaneously  Competitiveness of Cities  Macroeconomics  The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	y with vocabulary extens  ZK  Z,ZK	sion.
16KM 16MA2  16MI2  16NHSS The course deals with theo	Competitiveness of Cities  Macroeconomics The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	ZK Z,ZK	3
16MA2  16MI2  16NHSS  The course deals with theo	Macroeconomics The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	Z,ZK	
16MI2  16NHSS  The course deals with theo	The course introduces the issues of macroeconomic theory at the intermediate level.  Microeconomics  The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	' '	4
16NHSS   The course deals with theo	Microeconomics The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	Z,ZK	'
16NHSS   The course deals with theo	The course introduces the analysis of the financial markets at the intermediate level.  Economic, Social, and Territorial Cohesion of the EU	Z,ZK	
16NHSS   The course deals with theo	Economic, Social, and Territorial Cohesion of the EU		4
he course deals with theo		' '	
he course deals with theo		Z,ZK	4
16NOV	choar specimeanon of the policy of economic, social and territorial contesion in European union and its development and it		the region
16NOV	and structural policy within particular programming periods of EU.		· ·
	Employee Organization and Management	Z,ZK	5
l l	connect the students' knowledge of management and project management with new information on employee organizar		he outcon
•	for employee management in practice. Topics covered are personnel planning, selection methods, team construction and	_	
potential. Also time mana	gement and delegation, situational management, performance evaluation and training of leading an evaluation discussi	ion. Last third of the subj	ect covers
	succession planning, motivation, influencing company culture and crisis situation solving.	•	
16NPR	Regional Policy	Z.ZK	5
-	heoretical and practical knowledge of the regional policy in the European Union and in the Czech Republic with empha	, , , , , , , , , , , , , , , , , , ,	_
,	regional and local authorities related to effective and balanced development of all regions.	•	,
16NSM	Strategic Marketing	Z	4
16NSR	Strategic Management	Z,ZK	5
	win necessary knowledge for strategy formulation, implementation and evaluation. Further aim for students is to master	' '	_
	nd public administration institutions and understanding of basic models and instruments which are used in managerial p	-	-
•	ents are able to process basic procedures of strategic management. Chosen business strategy is a foundation for the co	. •	•
16NZP	Elements of Law	Z	3
16RD2	Regional Demography	ZK	3
16RME2		Z,ZK	4
- !	Regional and Local Economy		
	nomy deals with social? economic development of regions and towns. It is based on spatial application of common economic tip applying the processes that lead to spatial experient of the society. Apother important part is applying the govern-		
	t is analysing the processes that lead to spatial organization of the society. Another important part is analysing the gove uencing by the authorities that have responsibility for development of regions and towns. The subject contains also key		
·	finance, connection between territorial finance, state budget and extra-budgetary funds and then the basic structure of i		_
	on the budgets of municipalities and regions of Czech republic. Students will also learn the theoretical foundations of the	•	
suaget mar an emphaeis t	theories.	s outjoot, copecially the	.oouzae
16RP	Project Management	Z,ZK	5
	ect and a lifecycle of the projects. The organization of a project team and relations to organizations will be explained. Ot		_
	re for the project management, the process of a feasibility study development. Students will practice the methods for de		
ianagomoni, aoing contro	as the decision trees development and the problem analysis.	voicion maining applicable	, to p. 0,00
16SRG2	Socio-economic Geography	Z,ZK	4
· ·	erstand the development, current situation and the main trends in economic distribution and other social? economic act		l
	itudents should get basics of geographical thinking, they should understand problems in territorial context and the rules		rogiona
	Public Administration and Regional Development	ZK	3
	Diploma Thesis Project	Z	0
16VSR	DIDIONA TOPSIS PROPER	ı <u> </u>	
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16VSR	Diploma Thesis  Diploma Thesis  English for Intercultural Communication	Z Z,ZK	9

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

G04E0202	Meetings and Negotiations in English	Z,ZK	6
	is and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud		
	cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	_	
	rse is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fr		
oltaaliono. Tho ooal	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engli	•	atorialo work
G04L9903	English Language 3	Z,ZK	2
	at business and managerial language, as used in company management. The student's skills in foreign language speaking and writir	,	
area of manageme	ent (work and motivation, company structure, managing across cultures, recruitment). The students are also acquinted with the most upon the company structure, managing across cultures, recruitment, and motivation, company structure, managing across cultures, recruitment, and across cultures, recruitment, and the company structure is a company structure.	up-to-date profess	ional jargon
dealing with project	ct management and project planning. Further training in the proper use of grammar structures is provided simultaneously with vocabu	ılary extension. In	addition to
	f the course is the acquisition of language skills, writing strategies and active vocabulary. The course focuses on practical application		
Methodologically, th	he course relies on formal language analysis, systematic development of specialised vocabulary, competent use of relevant grammar. case-study situations, teamwork and giving feedback.	, systematic practi	ice of typical
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0101	Small and Medium Business	Z,ZK	
			6
G16C0103	Strategic Management - Simulations	ZK	3
G16E0501	Social Competences in Project and Process Management	Z	3
G63C0201	Macroeconomic Analysis  The course is focused on the application of intermediate econometric models.	ZK	3
G63C0301	Valuation of Firm and Projects	Z,ZK	6
	rse is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estimat	•	_
	tage of its life cycle, expected development and current financial condition. Students will learn about options of approaching the valual		
	gain skills in the application of basic methods. Practical skills will be acquired through case studies.		
G63C0302	Corporate Crisis	Z,ZK	3
	urse is an introduction of negative impacts of internal and external factors on the corporate life cycle. Crisis and corporate default are		
	mportant for students to be prepared on such a possible development and to have the knowledge to eventually reverse the unfavoural		I
Knowledge should	d be in economic as well as in legislative perspective. The course will be especially based on case studies and practical applications	respecting current	economic
G63C0303	reality and legal regulation. Financial Accounting	ZK	3
G63C0303	Competitive Intelligence	ZK	3
	Competitive intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in orde		_
OI ti	he innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and de	cision-making.	
G63C1301	ne innovations, technology trends and possible future developments, and to have a better initial position for strategic planning and de- Corporate Financial Management	zision-making. Z,ZK	6
G63C1301 The course provide	Corporate Financial Management s a comprehensive view of building the essential aspects of financial management of business processes and projects. Students have	Z,ZK the opportunity to	understand
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