

Study plan

Name of study plan: MIAS Summer School 2018

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

Required credits: 9

Elective courses credits: 0

Sum of credits in the plan: 9

Note on the plan:

Name of the block: Compulsory courses

Minimal number of credits of the block: 9

The role of the block: Z

Code of the group: SUMS2018

Name of the group: MIAS Summer School 2018

Requirement credits in the group: In this group you have to gain 9 credits

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

Credits in the group: 9

Note on the group:

| Code | Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) <i>Tutors, authors and guarantors (gar.)</i> | Completion | Credits | Scope | Semester | Role |
|----------|--|------------|---------|-------|----------|------|
| U88E0103 | Czech history and culture | KZ | 3 | 0P+2C | * | z |
| U88E0102 | Innovation leadership for industry | KZ | 6 | 0P+4C | * | z |

Characteristics of the courses of this group of Study Plan: Code=SUMS2018 Name=MIAS Summer School 2018

| | | | |
|---|------------------------------------|----|---|
| U88E0103 | Czech history and culture | KZ | 3 |
| The course "Czech History and Culture" focuses on the Czech culture, values and dimensions in line with the main intercultural concepts. It points out the most interesting periods of the Czech history related especially to the city of Prague and other important places of interest in the Czech Republic. Students will learn more about Czech traditions, habits and etiquette. Exploring the Prague city centre and other recommended places will help them to get better oriented and enjoy themselves. The course consists of in-class sessions and out-of class enquiries including trips aimed at Czech culture heritage (Prague city centre and other famous sights) as well as Czech lifestyle. During their stay students will prepare "Digital Story" consisting of videos and photos accompanied by a short writing. In the third week of the course they will present their outcomes and debrief. | | | |
| U88E0102 | Innovation leadership for industry | KZ | 6 |
| Innovation is increasingly the source of value creation and sustainable competitive advantage. Planning and creating the successful innovation in current global and a fast-moving business environment is a challenge. The course is intended for international undergraduate students and as a support to their future careers where innovation leadership, innovation planning, and implementation is needed. Students will learn "How to use innovation to lead effectively, work collaboratively and plan to deliver results." During the study of three core modules, students will work in international teams and will have the opportunity to consult the progress and results with the course instructors. Keywords: Communication Mix, Disruptive Innovation, Innovation Leadership, Investment Efficiency, Marketing Mix, Presentation Skills, Public Relations, Price Settings, Strategic Management and Marketing, Project Charter, Business Case, Stakeholder Analysis, Creative Problem Solving. Website: http://www.muvs.cvut.cz/en/international-students/international-summer-school/ | | | |

List of courses of this pass:

| Code | Name of the course | Completion | Credits |
|---|------------------------------------|------------|---------|
| U88E0102 | Innovation leadership for industry | KZ | 6 |
| Innovation is increasingly the source of value creation and sustainable competitive advantage. Planning and creating the successful innovation in current global and a fast-moving business environment is a challenge. The course is intended for international undergraduate students and as a support to their future careers where innovation leadership, innovation planning, and implementation is needed. Students will learn "How to use innovation to lead effectively, work collaboratively and plan to deliver results." During the study of three core modules, students will work in international teams and will have the opportunity to consult the progress and results with the course instructors. Keywords: Communication Mix, Disruptive Innovation, Innovation Leadership, Investment Efficiency, Marketing Mix, Presentation Skills, Public Relations, Price Settings, Strategic Management and Marketing, Project Charter, Business Case, Stakeholder Analysis, Creative Problem Solving. Website: http://www.muvs.cvut.cz/en/international-students/international-summer-school/ | | | |

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|----------|---------------------------|----|---|
| U88E0103 | Czech history and culture | KZ | 3 |
|----------|---------------------------|----|---|

The course "Czech History and Culture" focuses on the Czech culture, values and dimensions in line with the main intercultural concepts. It points out the most interesting periods of the Czech history related especially to the city of Prague and other important places of interest in the Czech Republic. Students will learn more about Czech traditions, habits and etiquette. Exploring the Prague city centre and other recommended places will help them to get better oriented and enjoy themselves. The course consists of in-class sessions and out-of class enquiries including trips aimed at Czech culture heritage (Prague city centre and other famous sights) as well as Czech lifestyle. During their stay students will prepare "Digital Story" consisting of videos and photos accompanied by a short writing. In the third week of the course they will present their outcomes and debrief.

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

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