Study plan

Name of study plan: N-PRI-CP prezen ní navazující studium od 19/20 Regional Studies

Faculty/Institute/Others:

Department:

Branch of study guaranteed by the department: Welcome page

Garantor of the study branch:

Program of study: Innovation Project Management

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: 81

The role of the block: Z

Code of the group: N-PRI-CP 3S OD19/20N

Name of the group: N-PRI-CP 3. semestr od 19/20 povinné p edm ty-nov ZS 2020

Requirement credits in the group: In this group you have to gain 21 credits

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

Credits in the group: 21 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
G63C3201		ZK	3	2P+0C	Z	Z
G16C3103		Z,ZK	6	2P+2C		Z
G16C3102	Innovation Management and Innovation Project	Z,ZK	6	2P+2C		Z
G16C3101		Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP 3S OD19/20N Name=N-PRI-CP 3. semestr od 19/20 povinné p edm ty-nov ZS 2020

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G63C3201		ZK	3			
G16C3103		Z,ZK	6			
G16C3102	Innovation Management and Innovation Project	Z,ZK	6			
	prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, p					
a macroeconomic view of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematic-analytical methods and						
techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.						
G16C3101		Z,ZK	6			

Code of the group: REGS CP 1S19/20 POV

Name of the group: PRI CP navazující studium specializace Regional Studies 1. semestr povinné p edm ty

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

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

Credits in the group: 24

Note on the group.

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G16E1401	Marketing Innovations	Z,ZK	6	2P+2C	Z	Z
G16C1401	Innovation Marketing	Z,ZK	6	2P+2C		Z
G16C1201	Project Management	Z,ZK	6	2P+2C		Z

G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C	Z
G63C1102	Statistical Analysis	Z,ZK	6	2P+2C	Z

Characteristics of the courses of this group of Study Plan: Code=REGS CP 1S19/20 POV Name=PRI CP navazující studium specializace Regional Studies 1. semestr povinné p edm ty

G16E1401 | Marketing Innovations | Z,ZK | 6 The primary role of innovation in marketing is to gain new customers, improve goodwill, increase sales and profitability of the company. At the beginning of the innovation process, innovative marketing should help identify new market opportunities and risks and improve the research of customer needs. During developing a new product, innovation marketing is to ensure the constant involvement of customers and users in this process. And at the end of the innovation process, innovation marketing ensures the successful introduction of a new product, technology, and service to the target audience. Innovation marketing should therefore be present at all stages of the innovation process to ensure that customer and market orientation is in line with advances in products and technologies, which often lead to the application of new marketing approaches. We address these main aspects in this subject.

G16C1	401	Innovation Marketing	Z,ZK	6
G16C1	201	Project Management	Z,ZK	6
G63C1	301	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.

3			
G63C1102	Statistical Analysis	Z,ZK	6
The course builds on th	e introductory courses of statistics and prefaces slightly advanced statistical analysis methods.		

Code of the group: REGS CP 2S 19/20 POV

Name of the group: 2. semestr REGS od 19/20 povinné p edm ty

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 5 courses

Credits in the group: 18

Note on the gr	oup.					
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
G63C2301	Controlling Arnošt Klesla	Z,ZK	6	2P+2C	L	Z
G63C2201	Microeconomic Theory František H ebík, Petr Makovský Petr Makovský (Gar.)	ZK	3	2P+0C	*	Z
G00C3101	Diploma Thesis Project Petr Vym tal Petr Vym tal	Z	0	1P+0C		Z
G77C2011	Industry 4.0	Z,ZK	3	1P+1C		Z
G16C2501	HR Management Systems	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS CP 2S 19/20 POV Name=2. semestr REGS od 19/20 povinné p edm ty

G63C2301 | Controlling

Control

G63C2201	Microeconomic Theory	ZK	3		
The course introduces	The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms.				
G00C3101	Diploma Thesis Project	Z	0		
G77C2011	Industry 4.0	Z,ZK	3		

I. Annotation The subject "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It deals with the history of industrial revolutions, current trends as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0" on the economy and society as a whole. Last but not least, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Industry 4.0".

G16C2501 HR Management Systems Z,ZK

The course is focused on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will learn effective strategies, policies and practices for efficient people management in the organization and the main tasks of managers in various activities of people management in the organization.

Code of the group: N-PRI-CP 4S OD 19/20

Name of the group: 4. semestr od 19/20 PRI CP povinné p edm ty

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 2 courses

Credits in the group: 18

Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G00C4102	Diploma Thesis Petr Vym tal	Z	12			Z
G63C4401	Information System Design	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=N-PRI-CP 4S OD 19/20 Name=4. semestr od 19/20 PRI CP povinné p edm ty

G00C4102	Diploma Thesis	Z	12						
G63C4401	Information System Design	Z,ZK	6						
Fundamental terms, inf	Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information								

Fundamental terms, information systems architecture, basic types of software applications for information system of enterprise, information system lifecycle, approaches to information system development, management information systems, web audit, business process modeling using BPMN, UML and others, information system modeling - UML and data modeling using ER diagrams

Name of the block: Povinné p edm ty specializace

Minimal number of credits of the block: 12

The role of the block: PS

Code of the group: REGS CP 2S 19/20 SP

Name of the group: 2. semestr REGS od 19/20 p edm ty specializace Requirement credits in the group: In this group you have to gain 6 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6 Note on the group:

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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	
G65E2301	Regional Development and Planning	Z,ZK	6	2P+2C	Z,L	PS	

Characteristics of the courses of this group of Study Plan: Code=REGS CP 2S 19/20 SP Name=2. semestr REGS od 19/20 p edm ty specializace

G65E2301	Regional Development and Planning	Z,ZK	6

he goal is to understand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech Republic, and of planning as a tool of development. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the Middle-European planning culture and planning system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perceive development from the perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in practice.

Code of the group: REGS CP 3S 19/20 SP

Name of the group: 3. semestr REGS od 19/20 p edm ty specializace Requirement credits in the group: In this group you have to gain 3 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 3

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
G65E3101	City Competitiveness	ZK	3	2P+0C	Z	PS

Characteristics of the courses of this group of Study Plan: Code=REGS CP 3S 19/20 SP Name=3. semestr REGS od 19/20 p edm ty specializace

specializace			
G65E3101	City Competitiveness	ZK	3

In the contemporary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often possible at the expense of the declination of another. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve them. Relevant case studies from practice will be used as part of the course teaching.

Code of the group: REGS CP 4S 19/20 SP

Name of the group: 4. semestr REGS od 19/20 p edm ty specializace Requirement credits in the group: In this group you have to gain 3 credits

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 3 Note on the group:

	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
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PS

Characteristics of the courses of this group of Study Plan: Code=REGS CP 4S 19/20 SP Name=4. semestr REGS od 19/20 p edm ty specializace

G65E4101 European Union and Regional Policy

ZK

3

The course discusses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of the integration process. It is based on lectures, class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the course are to explain a modern development of the EU, analyse key points in particular areas of integration and practise argumentation skills.

Name of the block: Povinné p edm ty zam ení

Minimal number of credits of the block: 6

The role of the block: PZ

Code of the group: REGS CP 1S19/20 SP

Name of the group: PRI CP navazující studium specializace Regional Studies 1. semestr p edm ty specializace

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

Requirement courses in the group: In this group you have to complete 1 course

Credits in the group: 6 Note on the group:

Code	Name of the course / Name of the group of courses (in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=REGS CP 1S19/20 SP Name=PRI CP navazující studium specializace Regional Studies 1. semestr p edm ty specializace

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G65E1301	Smart Cities and Regions	Z,ZK	6
Smart Cities and Smart	Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and inc	dicators.	•

Name of the block: Compulsory elective courses

Minimal number of credits of the block: 21

The role of the block: PV

Code of the group: REGS CP PVP OD 19/20

Name of the group: Povinn volitelné p edm ty REGS od 19/20

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

Requirement courses in the group: In this group you have to complete at least 2 courses (at most 4)

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
G16E0201	Agile BootCamp	KZ	3	0P+2C		PV
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
G65E4101	European Union and Regional Policy	ZK	3	2P+0C		PV
G04E0203	Global Virtual Teams	Z,ZK	6	0P+4C	Z,L	PV
G65C0301	Corporate Law	ZK	3	2P+0C	L	PV
G04E0202	Meetings and Negotiations in English	Z,ZK	6	0P+4C	L	PV
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
G16C0301	Lean Management Practice	ZK	3	0P+2C		PV
G65C0103		Z,ZK	3	1P+1C		PV
G16C0104	Solving Real World Problems	ZK	3	0P+2C		PV
G16E0501	Social Competences in Project and Process Management	Z	3	0P+2C		PV
G16C0602	Technology Transfer	Z,ZK	6	2P+2C		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

Characteristics of the courses of this group of Study Plan: Code=REGS CP PVP OD 19/20 Name=Povinn volitelné p edm ty REGS od 19/20

G65E4101			
	European Union and Regional Policy	ZK	3
The course discusses	developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues	of the integration p	rocess. It is
based on lectures, cla	ss discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of t	he course are to e	kplain a moder
development of the El	J, analyse key points in particular areas of integration and practise argumentation skills.		
G16E0201	Agile BootCamp	KZ	3
Agile Bootcamp cours	e teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three met	hods that work wel	I together with
the same cross-function	onal team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques fo	or the design and i	mplementation
of Design Sprints, incl	uding a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the sem	ester.	
G16C0101	Balanced Scorecard	Z,ZK	6
G63C0401	Competitive Intelligence	ZK	3
	l) Intelligence is a process of collecting, analyzing and disseminating data, information and knowledge about technologies in o		
• •	nnology trends and possible future developments, and to have a better initial position for strategic planning and decision-making		a about a otati
G04E0201	English for Intercultural Communication	Z,ZK	6
	on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences		_
	iguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in con	=	
	behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misun		
		derstanding . Lang	juage practice
	udies on individual topics Language level: CEFR B2	7 71/	
G04E0203	Global Virtual Teams	Z,ZK	6 Dublin City
	urse is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business a		•
,,,	saryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Wo	,	
	sh as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the	•	
	apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical		
	ions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects	s of GVT theory to t	vrite individual
a paper.	1-		
	Corporate Law	ZK	3
The subject Corporate	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found		_
	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found Act. The subject is taught in form of lectures and ends with an exam.	I mainly in the Civi	I Code and the
The subject Corporate Business Corporation	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found		_
The subject Corporate Business Corporations G04E0202	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found Act. The subject is taught in form of lectures and ends with an exam.	mainly in the Civi	I Code and the
The subject Corporate Business Corporation G04E0202 English for Meetings a	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English	mainly in the Civi	Code and the
The subject Corporate Business Corporations G04E0202 English for Meetings a level. The course focus	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations of courses for follow-up students focused on functional language. The course is intended for state of the course of the course is intended for state of the course of the course is intended for state of the course of t	Z,ZK students at the upp Uthough the course	Code and the
The subject Corporate Business Corporations G04E0202 English for Meetings a level. The course focus focused on confrontati	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A	Z,ZK students at the upp. Ithough the course and coping with con	6 per intermediate is not primari
The subject Corporate Business Corporation: G04E0202 English for Meetings a level. The course focus focused on confrontati situations. The course	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies and language for preventing and part of the explanation is devoted to strategies.	Z,ZK students at the upp. Ithough the course and coping with con	6 per intermediate is not primari
The subject Corporate Business Corporation: G04E0202 English for Meetings a level. The course focus focused on confrontati situations. The course	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage.	Z,ZK students at the upp. Ithough the course and coping with con	6 per intermediate is not primari
The subject Corporate Business Corporation: G04E0202 English for Meetings a level. The course focused on confrontat situations. The course with recordings of nati G63C0301	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage speakers of all English styles and focus on collocations and idiomatics of American and British English.	Z,ZK students at the uppolithough the course of coping with contact franca. Listening	6 per intermedia: e is not primari frontational materials wo
The subject Corporate Business Corporation: G04E0202 English for Meetings a level. The course focused on confrontat situations. The course with recordings of nati G63C0301 The aim of the course	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage we speakers of all English styles and focus on collocations and idiomatics of American and British English. Valuation of Firm and Projects	Z,ZK students at the upp Ithough the course ad coping with con a franca. Listening Z,ZK mate of the value	6 per intermedia: e is not primari frontational materials wo 6 of the compani
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The subject Corporate Business Corporation: G04E0202 English for Meetings a level. The course focused on confrontatisituations. The course with recordings of nati G63C0301 The aim of the course depending on the staggain skills in the applic	law is focused on familiarize the students with business corporations and business groups. The legal framework can be found a Act. The subject is taught in form of lectures and ends with an exam. Meetings and Negotiations in English and Negotiations in English and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for sees on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A conal negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing are is based on the modern, increasingly widespread model of "International English", ie international English understood as linguage we speakers of all English styles and focus on collocations and idiomatics of American and British English. Valuation of Firm and Projects is to acquaint students with the measurement and management of enterprise value so that they are able to make qualified estive of its life cycle, expected development and current financial condition. Students will learn about options of approaching the values of the part of the state of the part of the state of the part of the state of the s	Z,ZK students at the upp Ithough the course ad coping with con a franca. Listening Z,ZK mate of the value	6 per intermedia: e is not primari frontational materials wo 6 of the compani
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G16C0602	Technology Transfer	Z,ZK	6
The Course will guid	de students through a preparation of feasibility study and business plan of technologies developed at Universities and research c	entres. All signification	ant aspects mus
	ding Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-li	censing the techn-	ology. Finaly, this
strategic analysis w	ill be used for valuation of the technology.		
G88E0201	Selected Chapters of Innovation Management A-1	ZK	6
G88E0202	Selected Chapters of Innovation Management A-2	ZK	6
G88E0203	Selected Chapters of Innovation Management B-1	ZK	3
Students are able to	o 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 po	licies. Areas covered include the single market, external trade policy, competition and enterprise policies, research and technolo	gical development	t, social and
employment, struct	ural policies. The module emphasizes the relationships that exist between European Union policy interventions and their final im	pact in different co	ountries, and
competitiveness an	d cohesion.		
G88E0204	Selected Chapters of Innovation Management B-2	ZK	3
G88E0205	Foreign Eynerience	7	6

Code of the group: REGS CP PVT OD 19/20

Name of the group: Povinn volitelné technické p edm ty REGS od 19/20

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 at least 2 courses (at most 3)

Credits in the group: 9

Note on the group: Name of the course / Name of the group of courses

Code	(in case of groups of courses the list of codes of their members) Tutors, authors and guarantors (gar.)	Completion	Credits	Scope	Semester	Role
G77C0001	Technology Assessment	ZK	3	2P+0C	Z,L	PV
G77C0007	Communication Systems and Networks	ZK	3	2P+0C		PV
G77C0003	Transportation Engineering Projects	ZK	3	2P+0C	Z,L	PV
G77C0008	Robotics	Z,ZK	6	2P+2C		PV
G16C0601	Technology Forecasting	Z,ZK	3	1P+1C		PV
G77C0010	Introduction to Biomedical Engineering	Z	3	1P+1C		PV
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6	2P+2C	Z,L	PV
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3	2P+0C	Z,L	PV
G77C0009	Information Security Management and Implementation	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=REGS CP PVT OD 19/20 Name=Povinn volitelné technické p edm ty **REGS od 19/20**

G77C0001	Technology Assessment	ZK	3				
G77C0007	Communication Systems and Networks	ZK	3				
Telecommunications: V	hat does it all mean? We look into history and the future. We'll try it wired and wireless, even at the speed of light (or almost.), on land, under	water, and in				
space. For example: • H	How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. • Do you know a	Twisted Pair? Hov	v a landline				
works. • How the teleph	none network becomes the Internet • Light and dark. Transmission of information by light. • Why are networks "mobile"? 1G	, 2G, 3G, 4G, 5G,	$etc The \ more$				
G, the better. How here	G, the better. How here and how elsewhere? • Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Does navigation know about me?						
We will walk around akovice. • How television (including Internet) works. A football match and a drastic Clash of the Titans. • WiFi not working? What now • Why the Internet is not							
for people but for things	s. • The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relation	ships (however, it	does not always				
augonad) the kounte	arda ara principles and clarity						

G77C0003	Transportation Engineering Projects	ZK	3
G77C0008	Robotics	Z,ZK	6
G16C0601	Technology Forecasting	Z,ZK	3
G77C0010	Introduction to Biomedical Engineering	Z	3
G77C0005	Selected Innovative Techniques and Technologies 1	ZK	6
G77C0006	Selected Innovative Techniques and Technologies 2	ZK	3
G77C0009	Information Security Management and Implementation	ZK	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
G00C3101	Diploma Thesis Project	Z	0
G00C4102	Diploma Thesis	Z	12

	English for Intercultural Communication	Z,ZK	6
G04E0201 The seminar will for	cus on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences influ		_
camine the role of	language means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in commun	nication . Intercul	tural theorie
nd their influence	on behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunders	standing . Langu	age practic
0045000	and activities . Case studies on individual topics Language level: CEFR B2		-
G04E0202	Meetings and Negotiations in English	Z,ZK	6
-	s and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stude cuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Althou		
	ontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	-	-
	se is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fra		
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English	sh.	
G04E0203	Global Virtual Teams	Z,ZK	6
	s course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and		•
	, Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Workii	-	
•	English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the fo will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical inp	•	
	ssions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of G	_	
	a paper.		
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0104	Solving Real World Problems	ZK	3
ne aim of the cour	rse is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econom	nic practice. Acc	ording to th
	client's assignment, students solve the problem with the support of teachers who become their mentors.		
G16C0301	Lean Management Practice	ZK	3
ine aim of the co	surse is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real problem. According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors.		ıc practice.
G16C0601	According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors Technology Forecasting	s. Z,ZK	3
G16C0601	Technology Transfer	Z,ZK	6
	rectificiogy fraitster de students through a preparation of feasibility study and business plan of technologies developed at Universities and research centres		_
_	ding Intellectual Property, Competitors, Markets, legal aspects and financing before establishment of technology spin-off or out-licensis	_	-
	strategic analysis will be used for valuation of the technology.		
G16C1201	Project Management	Z,ZK	6
G16C1401	Innovation Marketing	Z,ZK	6
G16C2501	HR Management Systems	Z,ZK	6
ne course is focus	ed on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will learn	n effective strate	gies, polici
and practi	ices for efficient people management in the organization and the main tasks of managers in various activities of people management	in the organizati	on.
G16C3101		Z,ZK	6
G16C3102	Innovation Management and Innovation Project	Z,ZK	6
G16C3102 oncepts of innovat	ion, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product in	Z,ZK nnovation, service	6 ce innovatio
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G63C2201	A ST	71/	_
	Microeconomic Theory The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and	ZK firms.	3
G63C2301	Controlling	Z,ZK	6
-	ods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in		-
_	nanagement of basic business processes with an emphasis on the processes determining the effect of added value in the company's acceptable acceptable to the time perspective in the per		-
	explained according to the time perspective in the scope of corporate strategies and operational management, including the role of gement from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools		
-	nts (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are use		_
·	of controlling in the company.	·	,, ,
G63C3201		ZK	3
G63C4401	Information System Design	Z,ZK	6
undamental terms	s, information systems architecture, basic types of software applications for information system of enterprise, information system lifecy	cle, approaches t	o information
system developmer	nt, management information systems, web audit, business process modeling using BPMN, UML and others, information system mode using ER diagrams		ata modeling
G65C0103		Z,ZK	3
G65C0301	Corporate Law	ZK	3
The subject Corpo	rate law is focused on familiarize the students with business corporations and business groups. The legal framework can be found m Business Corporations Act. The subject is taught in form of lectures and ends with an exam.	ainly in the Civil C	ode and the
G65E1301	Smart Cities and Regions	Z,ZK	6
	Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning		
G65E2301	Regional Development and Planning	Z,ZK	6
-	rstand the reason, mission and specifics of regional and municipal development in the context of European Union as well as Czech F		_
•	nt. Students should know the core European concepts of regional and municipal development. A particular attention will be paid to the granted in the mutual interactions between appetial, when strategic and environmental planning. Students about a		
culture and plannin	g system, which is rooted in the mutual interactions between spatial, urban, strategic and environmental planning. Students should perspectives of different stakeholders and professions, and understand the need of cooperation, participation and democracy in p	· · · · · · · · · · · · · · · · · · ·	ieni irom the
G65E3101	City Competitiveness	ZK	3
	ary globalizing world cities increasingly find themselves in a competitive environment. The development of one settlement is often po		_
-	ner. The aim of the course is to acquaint students with current problems of the contemporary city and with basic strategies to solve the	· · · · · · · · · · · · · · · · · · ·	
	practice will be used as part of the course teaching.		
G65E4101	European Union and Regional Policy	ZK	3
The course discu	sses developments in the EU and in the EU Regional Policy from the end of the Cold War until today. It focuses on relevant issues of	the integration pr	ocess. It is
based on lectures,	class discussions and presentations of various positions present in the debates (group projects / own positions). The objectives of the	course are to expla	ain a modern
	development of the EU, analyse key points in particular areas of integration and practise argumentation skills.		
	D (1) (T 1) (1 1) (1 1)	717	
_G66C0101	Reflections of Technical Innovations in Culture	ZK	3
The subject is inte	nded for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range	। of knowledge fron	n the field of
The subject is inte innovation	nded for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range processes, for the understanding and internalization of which a deep understanding of the connections between science and culture	of knowledge fron	the field of key.
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