# Study plan

## Name of study plan: N-PRI-CP prezenční navazující studium od 20/21 Financial Management

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:

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Name of the block: Compulsory courses
Minimal number of credits of the block: 81
The role of the block: Z

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Code of the group: N-PRI-CP 3S OD 20/21
Name of the group: N-PRI-CP 3. semestr od 20/21 povinné předměty
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 OD 20/21 Name=N-PRI-CP 3. semestr od 20/21 povinné předměty**

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|---|---|---|---|
| G63C3201 | | ZK | 3 |
| G16C3103 | | Z,ZK | 6 |
| G16C3102 | Innovation Management and Innovation Project | Z,ZK | 6 |
| Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation, 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 |

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Code of the group: CP 4S 20/21 POV
Name of the group: Povinné předměty, prezenční forma, 4. semestr, 20/21
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 Vymětal*** | Z | 12 | | | z |

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|---|---|---|---|---|---|---|
| G63C4401 | **Information System Design** | Z,ZK | 6 | 2P+2C | | z |

**Characteristics of the courses of this group of Study Plan: Code=CP 4S 20/21 POV Name=Povinné předměty, prezenční forma, 4. semestr, 20/21**

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|---|---|---|---|
| G00C4102 | Diploma Thesis | Z | 12 |
| G63C4401 | Information System Design | Z,ZK | 6 |

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

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Code of the group: FINM CP 1S 20/21 POV
Name of the group: PRI CP navazující studium specializace Financial Management 1. semestr povinné předměty
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=FINM CP 1S 20/21 POV Name=PRI CP navazující studium specializace Financial Management 1. semestr povinné předměty**

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|---|---|---|---|
| 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.

| | | | |
|---|---|---|---|
| G16C1401 | Innovation Marketing | Z,ZK | 6 |
| G16C1201 | Project Management | Z,ZK | 6 |
| 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.

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|---|---|---|---|
| G63C1102 | Statistical Analysis | Z,ZK | 6 |

The course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods.

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Code of the group: FINM CP 2S 20/21 POV
Name of the group: 2.semestr FINM od 20/21 povinné předměty Financial management
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 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 |
|---|---|---|---|---|---|---|
| G63C2301 | **Controlling** *Arnošt Klesla* | Z,ZK | 6 | 2P+2C | L | z |
| G63C2302 | **Financial Law** | ZK | 3 | 2P+0C | | z |
| G63C2201 | **Microeconomic Theory** *František Hřebík, Petr Makovský* ***Petr Makovský*** *Petr Makovský (Gar.)* | ZK | 3 | 2P+0C | * | z |
| G00C3101 | **Diploma Thesis Project** *Petr Vymětal* ***Petr Vymětal*** | Z | 0 | 1P+0C | | z |
| G16C2501 | **HR Management Systems** | Z,ZK | 6 | 2P+2C | | z |

**Characteristics of the courses of this group of Study Plan: Code=FINM CP 2S 20/21 POV Name=2.semestr FINM od 20/21 povinné předměty Financial management**

| | | | |
|---|---|---|---|
| G63C2301 | Controlling | Z,ZK | 6 |
| Controlling methods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the context and against the background of the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activities. The tasks of controlling are systematically explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the controller in the individual phases of management from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools that can be used to manage individual components (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used to present the key principles of controlling in the company. | | | |
| G63C2302 | Financial Law | ZK | 3 |
| G63C2201 | Microeconomic Theory | ZK | 3 |
| 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 |
| G16C2501 | HR Management Systems | Z,ZK | 6 |
| 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. | | | |

Name of the block: Povinné předměty specializace
Minimal number of credits of the block: 12
The role of the block: PS

Code of the group: FINM CP 4S 20/21 SP
Name of the group: Specializační předměty, prezenční forma,4.semestr, 20/21, Financial Management
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** |
|---|---|---|---|---|---|---|
| G63E4301 | **Advanced Topics in Financial Management** | Z | 3 | 0P+2C | L | PS |

**Characteristics of the courses of this group of Study Plan: Code=FINM CP 4S 20/21 SP Name=Specializační předměty, prezenční forma,4.semestr, 20/21, Financial Management**

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|---|---|---|---|
| G63E4301 | Advanced Topics in Financial Management | Z | 3 |
| During the course will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed at the financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based on the probability distribution, based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric methods. | | | |

Code of the group: FINM CP 2S 20/21
Name of the group: 2.semestr FINM od 20/21 předměty 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** |
|---|---|---|---|---|---|---|
| G63E2301 | **Financial Markets and Risk Management** | Z,ZK | 6 | 2P+2C | L | PS |

**Characteristics of the courses of this group of Study Plan: Code=FINM CP 2S 20/21 Name=2.semestr FINM od 20/21 předměty specializace**

| | | | |
|---|---|---|---|
| G63E2301 | Financial Markets and Risk Management | Z,ZK | 6 |

The analysis of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy based on diversification. The course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of the Modern Theory of Portfolio. The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing options and the Bob Merton's contribution, all of them represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills in Excel are required. The analysis of risk relies on Many of the models based on important benchmarks rooted in Merton's options theoretic approach and explains default in structural terms related to the market value of the firm's assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The set of models pretends to measure the credit risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding these models, while concentrating on their underlying economics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedging strategies and methods for the company capital management hurled to financial markets.

Code of the group: FINM CP 3S 20/21 SP
Name of the group: 3.semestr FINM od 20/21 předměty 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 |
|---|---|---|---|---|---|---|
| G63E3301 | **Economic and Financial Modelling** | KZ | 3 | 0P+2C | | PS |

**Characteristics of the courses of this group of Study Plan: Code=FINM CP 3S 20/21 SP Name=3.semestr FINM od 20/21 předměty specializace**

| | | | |
|---|---|---|---|
| G63E3301 | Economic and Financial Modelling | KZ | 3 |

The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation

Name of the block: Povinné předměty zaměření
Minimal number of credits of the block: 6
The role of the block: PZ

Code of the group: FINM CP 1S 20/21 SP
Name of the group: PRI CP navazující studium specializace Financial Management 1. semestr předměty
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 |
|---|---|---|---|---|---|---|
| G63E1301 | **Corporate Financial Management** | Z,ZK | 6 | 2P+2C | | PZ |

**Characteristics of the courses of this group of Study Plan: Code=FINM CP 1S 20/21 SP Name=PRI CP navazující studium specializace Financial Management 1. semestr předměty**

| | | | |
|---|---|---|---|
| G63E1301 | Corporate Financial Management | Z,ZK | 6 |

Analysis of financial techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporative Management Modelling the parameters and alternatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization tables. The course is organized 2 lectures (mean 90 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z – zápočet, ZK zkouška (preliminary test and exam). This is composed by a theoretical instruction and a practical development. Heavily supported by Excel functions and formulas.

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: FINM PVP 20/21
Name of the group: FINM povinně volitelné předměty od 20/21
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 |
| G63E0201 | **Economics of Climate Change** | Z,ZK | 6 | 2P+2C | | 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 |
| G16E0102 | **Managing in an International Environment** | Z,ZK | 3 | 1P+1C | | PV |
| G04E0202 | **Meetings and Negotiations in English** | Z,ZK | 6 | 0P+4C | L | PV |
| G66C0101 | **Reflections of Technical Innovations in Culture** | ZK | 3 | 2P+0C | L | PV |
| G16C0301 | **Lean Management Practice** | ZK | 3 | 0P+2C | | PV |
| G16E0203 | **Project Innovation Management** | Z,ZK | 6 | 2P+2C | | PV |
| G16E0202 | **Project Technology Management** | Z,ZK | 6 | 2P+2C | | PV |
| G16C1302 | | Z,ZK | 6 | 2P+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 |
| G16E0401 | **Strategies of Entering New Markets** | Z,ZK | 3 | 1P+1C | | PV |
| G65C0201 | **Territorial Management Planning** | ZK | 3 | 2P+0C | | PV |

**Characteristics of the courses of this group of Study Plan: Code=FINM PVP 20/21 Name=FINM povinně volitelné předměty od 20/21**

| | | | |
|---|---|---|---|
| G16E0201 | Agile BootCamp | KZ | 3 |

Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester.

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|---|---|---|---|
| G16C0101 | Balanced Scorecard | Z,ZK | 6 |
| G63E0201 | Economics of Climate Change | Z,ZK | 6 |
| G04E0201 | English for Intercultural Communication | Z,ZK | 6 |

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

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|---|---|---|---|
| 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.

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|---|---|---|---|
| G04E0203 | Global Virtual Teams | Z,ZK | 6 |

At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper.

| | | | |
|---|---|---|---|
| G16E0102 | Managing in an International Environment | Z,ZK | 3 |

The preparatory phase. Implementation: knowledge transfer and possible adaptations. Strategic partnership and consequences on the cooperation. Relations with other foreign stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Managerial skills and competences. Knowing oneself and developing ones competences.

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|---|---|---|---|
| G04E0202 | Meetings and Negotiations in English | Z,ZK | 6 |

English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English.

| | | | |
|---|---|---|---|
| G66C0101 | Reflections of Technical Innovations in Culture | ZK | 3 |

The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key.

| | | | |
|---|---|---|---|
| G16C0301 | Lean Management Practice | ZK | 3 |

The aim of the course is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real problems from economic practice. According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors.

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|---|---|---|---|
| G16E0203 | Project Innovation Management | Z,ZK | 6 |
| Successful innovation requires much more than the management of individual aspects of the innovation process within the institution; it also requires a systemic project approach that deals with the interactions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually focuses on goals and procedures for innovation planning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can limit project team members to working only within the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project team members are highly flexible, innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive corporate culture, a focus on the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate motivation for innovation are often the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Innovation management, the implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should answer the following framework topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, create a project budget, define and allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the project. How to adequately protect intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best innovative companies. | | | |
| G16E0202 | Project Technology Management | Z,ZK | 6 |
| Technology project management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technological innovations, especially in production, have long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessary to examine the preparatory, implementation, and commercial activities of technology management in a more comprehensive form. Technology project management is more goal-oriented, time-bound, and has a project organizational structure and budget. After completing the course, students should answer the following framework topics: define the nature, importance, and key functions of project technology management with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology assessment. Explain the relationships of business management to the development of the product, production, and service technologies. Characterize the process of technological forecasts, foresight, and creation of the technology strategy of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protection of technological intellectual property and the need to commercialize their own technologies at the level of industry, region, or state. | | | |
| G16C1302 | | Z,ZK | 6 |
| G65C0103 | | Z,ZK | 3 |
| G16C0104 | Solving Real World Problems | ZK | 3 |
| The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors. | | | |
| G16E0501 | Social Competences in Project and Process Management | Z | 3 |
| G16E0401 | Strategies of Entering New Markets | Z,ZK | 3 |
| The choice to internationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the implementation; relations with partners; follow up and the results. | | | |
| G65C0201 | Territorial Management Planning | ZK | 3 |

Code of the group: FINM PVT 20/21
Name of the group: Povinně volitelné technické předměty od 20/21 Financial management
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:

| **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** |
|---|---|---|---|---|---|---|
| G77E0011 | **Environmental Technology** | ZK | 3 | 2P+0C | | PV |
| 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 |
| G77C0004 | **Smart Cities Technologies** | 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=FINM PVT 20/21 Name=Povinně volitelné technické předměty od 20/21 Financial management**

| | | | |
|---|---|---|---|
| G77E0011 | Environmental Technology | ZK | 3 |
| G77C0001 | Technology Assessment | ZK | 3 |
| G77C0007 | Communication Systems and Networks | ZK | 3 |
| Telecommunications: What 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, underwater, and in space. For example: • How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. • Do you know a Twisted Pair? How a landline works. • How the telephone 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 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 Čakovice. • 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. • The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationships (however, it does not always succeed...) - the keywords are principles and clarity. | | | |
| G77C0003 | Transportation Engineering Projects | ZK | 3 |
| G77C0008 | Robotics | Z,ZK | 6 |
| G16C0601 | Technology Forecasting | Z,ZK | 3 |

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| G77C0004 | Smart Cities Technologies | ZK | 3 |
| The subject Technology for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the technological, social and economic development of society. | | | |
| 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 |
| G04E0201 | English for Intercultural Communication | Z,ZK | 6 |
| 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 | | | |
| G04E0202 | Meetings and Negotiations in English | Z,ZK | 6 |
| English for Meetings and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for students at the upper intermediate level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Although the course is not primarily focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and coping with confrontational situations. The course is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua franca. Listening materials work with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British English. | | | |
| G04E0203 | Global Virtual Teams | Z,ZK | 6 |
| At the heart of this course is an intercultural exchange which students will conduct online in Global Virtual Teams (GVTs) with students of Business and Economics of Dublin City University(Ireland), Masaryk University (Czech Republic), Padeborn University (Germany) and Tampere University of Applied Sciences (Finland). Working in culturally mixed virtual teams and using English as their lingua franca, students will complete tasks collaboratively and present joint results at the end of the exchange in the form of a report and a video presentation. They will apply analysis of cross-cultural frameworks in business context - a product, service, company or business process. Theoretical input on working in GVTs forms the basis of class sessions and feeds into students' GVT projects. In the final part of the course, students draw on the exchange experience and aspects of GVT theory to write individually a paper. | | | |
| G16C0101 | Balanced Scorecard | Z,ZK | 6 |
| G16C0104 | Solving Real World Problems | ZK | 3 |
| The aim of the course is to apply knowledge from the field of economics and management acquired during the study to solve real problems from economic practice. According to the client's assignment, students solve the problem with the support of teachers who become their mentors. | | | |
| G16C0301 | Lean Management Practice | ZK | 3 |
| The aim of the course is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real problems from economic practice. According to the client's assignment, student teams solve the problem with the support of teachers who become their mentors. | | | |
| G16C0601 | Technology Forecasting | Z,ZK | 3 |
| G16C1201 | Project Management | Z,ZK | 6 |
| G16C1302 | | Z,ZK | 6 |
| G16C1401 | Innovation Marketing | Z,ZK | 6 |
| G16C2501 | HR Management Systems | Z,ZK | 6 |
| 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. | | | |
| G16C3101 | | Z,ZK | 6 |
| G16C3102 | Innovation Management and Innovation Project | Z,ZK | 6 |
| Concepts of innovation, prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product innovation, service innovation, 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. | | | |
| G16C3103 | | Z,ZK | 6 |
| G16E0102 | Managing in an International Environment | Z,ZK | 3 |
| The preparatory phase. Implementation: knowledge transfer and possible adaptations. Strategic partnership and consequences on the cooperation. Relations with other foreign stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Managerial skills and competences. Knowing oneself and developing ones competences. | | | |
| G16E0201 | Agile BootCamp | KZ | 3 |
| Agile Bootcamp course teaches students the fundamentals of Design Thinking and other agile innovation principles. The course introduces three methods that work well together within the same cross-functional team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer the right tools and techniques for the design and implementation of Design Sprints, including a practical test of the entire process. Teaching mode: completely online or hybrid, at a specific time/week during the semester. | | | |
| G16E0202 | Project Technology Management | Z,ZK | 6 |
| Technology project management means not only decisions about one's own technological research, innovative cooperation, or technology transfer. Technological innovations, especially in production, have long tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is necessary to examine the preparatory, implementation, and commercial activities of technology management in a more comprehensive form. Technology project management is more goal-oriented, time-bound, and has a project organizational structure and budget. After completing the course, students should answer the following framework topics: define the nature, importance, and key functions of project technology management with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology assessment. Explain the relationships of business management to the development of the product, production, and service technologies. Characterize the process of technological forecasts, foresight, and creation of the technology strategy of the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary protection of technological intellectual property and the need to commercialize their own technologies at the level of industry, region, or state. | | | |

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| G16E0203 | Project Innovation Management | Z,ZK | 6 |
| Successful innovation requires much more than the management of individual aspects of the innovation process within the institution; it also requires a systemic project approach that deals with the interactions between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usually focuses on goals and procedures for innovation planning, usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that can limit project team members to working only within the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project team members are highly flexible, innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supportive corporate culture, a focus on the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate motivation for innovation are often the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Innovation management, the implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should answer the following framework topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, create a project budget, define and allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the project. How to adequately protect intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best innovative companies. | | | |
| G16E0401 | Strategies of Entering New Markets | Z,ZK | 3 |
| The choice to internationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the implementation; relations with partners; follow up and the results. | | | |
| G16E0501 | Social Competences in Project and Process Management | Z | 3 |
| 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. | | | |
| G63C1102 | Statistical Analysis | Z,ZK | 6 |
| The course builds on the introductory courses of statistics and prefaces slightly advanced statistical analysis methods. | | | |
| 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. | | | |
| G63C2201 | Microeconomic Theory | ZK | 3 |
| The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms. | | | |
| G63C2301 | Controlling | Z,ZK | 6 |
| Controlling methods are presented from the initial detection of deviations to advanced models of managerial decision support in strategic horizons in the context and against the background of the management of basic business processes with an emphasis on the processes determining the effect of added value in the company's activities. The tasks of controlling are systematically explained according to the time perspective in the scope of corporate strategies and operational management, including the role of the controller in the individual phases of management from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools that can be used to manage individual components (entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are used to present the key principles of controlling in the company. | | | |
| G63C2302 | Financial Law | ZK | 3 |
| G63C3201 | | ZK | 3 |
| G63C4401 | Information System Design | Z,ZK | 6 |
| 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 | | | |
| G63E0201 | Economics of Climate Change | Z,ZK | 6 |
| G63E1301 | Corporate Financial Management | Z,ZK | 6 |
| Analysis of financial techniques of corporations and firms when facing the financial markets. The portfolio analysis and the implications for the Corporative Management Modelling the parameters and alternatives for valuating the company. Applied tools for understanding the credit operations on the market. Elaboration of amortization tables. The course is organized 2 lectures (mean 90 minutes) weekly, 2 seminars (90 minutes) weekly. 6 credits. Z – zápočet, ZK zkouška (preliminary test and exam). This is composed by a theoretical instruction and a practical development. Heavily supported by Excel functions and formulas. | | | |
| G63E2301 | Financial Markets and Risk Management | Z,ZK | 6 |
| The analysis of the management of financial risk recently tends towards strategies for hedging the portfolio, and for designing an investment strategy based on diversification. The course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception of the Modern Theory of Portfolio. The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricing options and the Bob Merton's contribution, all of them represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills in Excel are required. The analysis of risk relies on Many of the models based on important benchmarks rooted in Merton's options theoretic approach and explains default in structural terms related to the market value of the firm's assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums. The set of models pretends to measure the credit risk of a loan or a portfolio of loans. In this vein, the curse pursuits to simplify the technical details and analytics surrounding these models, while concentrating on their underlying economics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and hedging strategies and methods for the company capital management hurled to financial markets. | | | |
| G63E3301 | Economic and Financial Modelling | KZ | 3 |
| The course is organized in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of assets, management of risk, and Portfolio allocation | | | |
| G63E4301 | Advanced Topics in Financial Management | Z | 3 |
| During the course will be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed at the financial markets will be combined with the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The course aims at overhaul the path research of the portfolio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deal with a diversity of strategies developed for assigning a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle. The overview starts with the pioneering Markowitz contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative structure of capital. The analysis includes also the Sharpe CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributions, confidence intervals and probability of default. With the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based on the probability distribution, based on the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric methods. | | | |

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| G65C0103 | | Z,ZK | 3 |
| G65C0201 | Territorial Management Planning | ZK | 3 |
| 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. | | | |
| G66C0101 | Reflections of Technical Innovations in Culture | ZK | 3 |
| The subject is intended for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of knowledge from the field of innovation processes, for the understanding and internalization of which a deep understanding of the connections between science and culture is an absolutely key. | | | |
| G77C0001 | Technology Assessment | ZK | 3 |
| G77C0003 | Transportation Engineering Projects | ZK | 3 |
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| G77C0008 | Robotics | Z,ZK | 6 |
| G77C0009 | Information Security Management and Implementation | ZK | 3 |
| G77E0011 | Environmental Technology | ZK | 3 |

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