Study plan

Name of study plan: Regional Studies, prezen ní forma, AR 22/23

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: REGS P 1S 22/23 PV

Name of the group: Povinné p edm ty, 1. semestr, Regional Studies

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

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

Credits in the group: 24 Note on the group:

C16E1401

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 Marek Jemala	Z,ZK	6	2P+2C	Z	Z
G16C1401	Innovation Marketing Tomáš Sadílek	Z,ZK	6	2P+2C		Z
G16C1201	Project Management Petr Fanta	Z,ZK	6	2P+2C		Z
G63C1301	Corporate Financial Management	Z,ZK	6	2P+2C		Z
G63C1102	Statistical Analysis Ji i Zmatlik	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 1S 22/23 PV Name=Povinné p edm ty, 1. semestr, Regional **Studies**

G16E1401	Marketing Innovations	Z,ZK	6				
The primary role of inno	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 sh	ould help identify new market opportunities and risks and improve the research of customer needs. During developing a new	product, innovati	on marketing is				
to ensure the constant	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
G62C12O1	Corporate Financial Management	7 7K	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.

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

Code of the group: REGS P 2S 22/23 PV

Name of the group: Povinné p edm ty, 2. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits

Requirement courses in the group: In this group you have to complete at least 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 Theodor Beran	Z,ZK	6	2P+2C	L	Z
G63C2302	Financial Law	ZK	3	2P+0C		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
G16C2501	HR Management Systems Martin Šiký	Z,ZK	6	2P+2C		Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 2S 22/23 PV Name=Povinné p edm ty, 2. semestr, Regional Studies, prezen ní forma

G63C2301	Controlling	Z,ZK	6				
Controlling methods are	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 mana	gement of basic business processes with an emphasis on the processes determining the effect of added value in the company'	s activities. The tas	sks of controlling				
are systematically expla	ined according to the time perspective in the scope of corporate strategies and operational management, including the role	of the controller in	the individual				
1'	from analysis to reporting. The content of the course is also focused on the presentation of methods and management tools		•				
. ,	entities) in mutual interaction, especially in the area of cost management. Examples of models and case studies and tasks are	used to present the	ne key principles				
of controlling in the com	pany.						
G63C2302	Financial Law	ZK	3				
G63C2201	Microeconomic Theory	ZK	3				
The course introduces t	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.							

Code of the group: REGS P 3S 22/23 PV

Name of the group: Povinné p edm ty, 3. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 21 credits

Requirement courses in the group: In this group you have to complete at least 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	Theodor Beran	ZK	3	2P+0C	Z	Z
32MC-P-MACT-01	Macroeconomic Theory František H ebík, Theodor Beran Theodor Beran (Gar.)	ZK	3	2P+0C		Z
G16C3103	Lucie Plzáková	Z,ZK	6	2P+2C		Z
32MC-P-ROAN-01	Decision Analysis Ji í Zmatlík Ji í Zmatlík (Gar.)	Z,ZK	6	2P+2C		Z
32MC-P-RIIP-01	Innovation Management and Innovation Project Dagmar Skokanová, Petra Jílková Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	6	2P+2C		Z
G16C3102	Innovation Management and Innovation Project Dagmar Skokanová	Z,ZK	6	2P+2C		Z
32MC-P-STRR-01	Strategic Management Dana Zadražilová, Vladimíra Šilhánková, Tomáš Sadílek Vladimíra Šilhánková Dana Zadražilová (Gar.)	Z,ZK	6	2P+2C		Z
G16C3101	Dana Zadražilová	Z,ZK	6	2P+2C	Z	Z

Characteristics of the courses of this group of Study Plan: Code=REGS P 3S 22/23 PV Name=Povinné p edm ty, 3. semestr, Regional Studies, prezen ní forma

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G63C3201	ZK	3
32MC-P-MACT-01 Macroeconomic Theory	ZK	3
G16C3103	Z,ZK	6
32MC-P-ROAN-01 Decision Analysis	Z,ZK	6

The aim of the subject Decision Analysis is to acquaint students with the basic methods of decision-making in technical and economic, to use appropriate tools within decision-making processes.

32MC-P-RIIP-01 Innovation Management and Innovation Project 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. Innovation Management and Innovation Project 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. 32MC-P-STRR-01 Strategic Management

The subject is focused on strategic planning and management, including the necessary contexts and links, as one of the main tools for long-term planning and direction of the organization as a whole or part of it (enterprise or institution of any type or even municipality, region or state). As part of teaching the subject, relevant case studies from practice will be used. In the center of attention are questions of competitiveness, competitive advantages, changes in the configuration of business processes and their influence on the process of integration of the Czech economy and Czech companies into global trade.

G16C3101 Z,ZK

Code of the group: REGS P 4S 22/23 PV

Name of the group: Povinné p edm ty, 4. semestr, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits Requirement courses in the group: In this group you have to complete at least 2 courses

Credits in the group: 18 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 Code Completion Credits Scope Semester Role members) Tutors, authors and guarantors (gar.) **Diploma Thesis** 32MC-P-DIPR-01 7 12 7 Arnošt Klesla, František H ebík, Petr Makovský, Petr Vym tal, Theodor Beran, Ji í Zmatlík, Dagmar Skokanová, Petra Jílková, Dana Zadražilová, **Diploma Thesis** G00C4102 Ζ 12 7 Petr Vym tal Information System Design 32MC-P-PRIS-01 Z,ZK 2P+2C Z Ji í Kaiser **Ji í Kaiser** Ji í Kaiser (Gar.) Information System Design G63C4401 Z.ZK 2P+2C Ji í Kaiser

Characteristics of the courses of this group of Study Plan: Code=REGS P 4S 22/23 PV Name=Povinné p edm ty, 4. semestr, Regional Studies, prezen ní forma

32MC-P-DIPR-01	Diploma Thesis	Z	12
G00C4102	Diploma Thesis	Z	12
32MC-P-PRIS-01	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

Information System Design Z,ZK 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 zam

Minimal number of credits of the block: 18

The role of the block: P7

G63C4401

Code of the group: REGS P 22/23 SP

Name of the group: Specializa ní p edm ty, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 18 credits

Requirement courses in the group:

Credits in the group: 18

Note on the group

Note on the grou	ρ.					
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 Vladimíra Šilhánková	ZK	3	2P+0C	Z	PZ
32ME-P-CICO-01	City Competitiveness Vladimíra Šilhánková Vladimíra Šilhánková (Gar.)	ZK	3	2P+0C		PZ

32ME-P-EUPO-01	European Union and Regional Policy Petr Fanta Petr Fanta (Gar.)	ZK	3	2P+0C		PZ
G65E4101	European Union and Regional Policy Petr Fanta	ZK	3	2P+0C		PZ
G65E2301	Regional Development and Planning Lucia Dobrucká	Z,ZK	6	2P+2C	Z,L	PZ
G65E1301	Smart Cities and Regions	Z,ZK	6	2P+2C		PZ

Characteristics of the courses of this group of Study Plan: Code=REGS P 22/23 SP Name=Specializa ní p edm ty, Regional Studies, prezen ní forma

G65E3101 City Competitiveness

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.

32ME-P-CICO-01 City Competitiveness

practice will be used as part of the course teaching

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

32ME-P-EUPO-01 European Union and Regional Policy

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.

G65F4101 European Union and Regional Policy

ZK

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.

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.

Smart Cities and Regions Smart Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators.

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 P 22/23 PVP

Name of the group: Povinn volitelné p edm ty, Regional Studies, prezen ní forma Requirement credits in the group: In this group you have to gain at least 12 credits

Requirement courses in the group:

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
32ME-P-ADFM-01	Advanced Topics in Financial Management Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	3	0P+2C		PV
32ME-P-AGBC-01	Agile BootCamp Dagmar Skokanová, Petra Jílková, Petr Fanta, Libor Cupal Dagmar Skokanová Dagmar Skokanová (Gar.)	KZ	3	24B		PV
G16E0201	Agile BootCamp Dagmar Skokanová	KZ	3	0P+2C		PV
G16C0101	Balanced Scorecard	Z,ZK	6	2P+2C	Z,L	PV
G16E2302	Business Process Management Petra Šeráková	Z,ZK	6	2P+2C		PV
32ME-P-BPMN-01	Business Process Management Petra Šeráková Petra Šeráková (Gar.)	Z,ZK	6	2P+2C		PV
32ME-P-CHIN-01	China's Innovations and Global Influence Jan Švec Jan Švec (Gar.)	ZK	3	2P+0C		PV
127CP11	City Planning 11 Ji í Kugl, Ivan Horký, Václav Jetel, Ji í Kupka Ji í Kugl Ji í Kugl (Gar.)	ZK	2	2P	Z,L	PV
32ME-P-CLCH-01	Climate Change Causalities Michael Pond lí ek Michael Pond lí ek (Gar.)	Z,ZK	6	3P+1C		PV
32MC-P-VLAD-01	Public Sector Governance Radim Bureš Radim Bureš (Gar.)	Z	3	0P+2C		PV

32ME-P-EFNM-01	Economic and Financial Management Ji í Zmatlík Ji í Zmatlík Ji í Zmatlík (Gar.)	KZ	3	0P+2C		PV
G63E3301	Economic and Financial Modelling Ji i Zmatlik	KZ	3	0P+2C		PV
G63E0201	Economics of Climate Change Ond ej Kolínský	Z,ZK	6	2P+2C		PV
32ME-P-ECCH-01	Economics of Climate Change	Z,ZK	6	2P+2C		PV
G04E0201	English for Intercultural Communication Ond ej Galuška	Z,ZK	6	0P+4C	Z,L	PV
32ME-P-ENIC-01	English for Intercultural Communication Ond ej Galuška, Kryštof Beták Eva Císlerová Ond ej Galuška (Gar.)	Z,ZK	6	0P+4C		PV
G65C0202	Environmental Aspects of Regional Development Michael Pond Ii ek	ZK	3	2P+0C		PV
32MC-P-ENAR-01	Environmental Aspects of Regional Development Michael Pond Ii ek Michael Pond Ii ek (Gar.)	ZK	3	2P+0C		PV
32ME-P-FMRI-01	Financial Markets and Risk Management Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez Helmuth Yesid Arias Gomez (Gar.)	Z,ZK	6	2P+2C		PV
G63E2301	Financial Markets and Risk Management Helmuth Yesid Arias Gomez	Z,ZK	6	2P+2C	L	PV
G63E0202	Green Transition Ond ej Kolínský	Z,ZK	6	2P+2C		PV
32ME-P-PIMN-01	Innovation Project Management Marek Jemala Marek Jemala (Gar.)	Z,ZK	6	2P+2C		PV
127XKRS	Landscape and Settlements Ji í Kupka, Zuzana Pešková Ji í Kupka Ji í Kupka (Gar.)	Z	2	2P	L	PV
32ME-P-MINE-01	Management in International Environment Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV
G16E0102	Managing in an International Environment Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
G04E0202	Meetings and Negotiations in English Dagmar Skokanová	Z,ZK	6	0P+4C	L	PV
32ME-P-MNEN-01	Meetings and Negotiations in English Dagmar Skokanová Dagmar Skokanová (Gar.)	Z,ZK	6	0P+4C		PV
32ME-P-MEPO-01	Monetary Economics and Policy Aliya Algozhina Aliya Algozhina Aliya Algozhina (Gar.)	Z,ZK	6	2P+2C		PV
G63E4201	Monetary Economics and Policy Aliya Algozhina	Z,ZK	6	2P+2C		PV
32MC-P-OTIK-01	Reflections of Technical Innovations in Culture Kate ina Tomešková Kate ina Tomešková (Gar.)	ZK	3	2P+0C		PV
G66C0101	Reflections of Technical Innovations in Culture Kate ina Tomešková	ZK	3	2P+0C	L	PV
G00C4104	Practice So a Cupalová	Z	6	180XH		PV
32MC-P-PRX1-01	Internship Libor Cupal, So a Cupalová So a Cupalová (Gar.)	Z	6	180XH		PV
G16C0301	Lean Management Practice Tomáš Sadilek	ZK	3	0P+2C		PV
G16E0203	Project Innovation Management Marek Jemala	Z,ZK	6	2P+2C		PV
32ME-P-PTMN-01	Project Technology Management Marek Jemala Marek Jemala (Gar.)	Z,ZK	6	2P+2C		PV
G65C0103		Z,ZK	3	1P+1C		PV
32MC-P-RGIS-01	Regional Studies Vladimíra Šilhánková Vladimíra Šilhánková (Gar.)	ZK	3	2P+0C		PV
G16C0104	Solving Real World Problems Tomáš Sadílek	ZK	3	0P+2C		PV
G16C0201	Service Design Petra Jílková	Z,ZK	3	0P+2C		PV
32MC-P-SDES-01	Service design Petra Jílková Petra Jílková (Gar.)	Z,ZK	3	0P+2C		PV
32ME-P-SCOM-01	Social Competences in Project and Process Management Petr Fanta, Martin Šiký Martin Šiký Petr Fanta (Gar.)	Z	3	0P+2C		PV
G16E0501	Social Competences in Project and Process Management Martin Šiký	Z	3	0P+2C		PV
32MC-P-SVRG-01	Social Relations in the Regions Lucie Plzáková Lucie Plzáková (Gar.)	Z,ZK	3	1P+1C		PV
32MC-P-SPOL-01	Public and Private Sector Collaboration Libor Cupal, Radim Bureš Radim Bureš Radim Bureš (Gar.)	Z,ZK	3	1P+1C		PV
G16E0401	Strategies of Entering New Markets Vincent Blaise Montenero	Z,ZK	3	1P+1C		PV
32ME-P-SENM-01	Strategies of Entering New Markets Vincent Blaise Montenero Vincent Blaise Montenero (Gar.)	Z,ZK	3	1P+1C		PV

G65C0201	Territorial Management Planning Vladimíra Šilhánková	ZK	3	2P+0C		PV
Characteristics of Studies, prezen n	the courses of this group of Study Plan: Code=REGS P 22/23 PVF	P Name=Povi	inn voli	telné p ec	lm ty, F	Regional
<u>-</u>	Advanced Topics in Financial Management			7	ZK	3
	e studied the strategies for recognizing the financial performance of firms. The market inform	ation drawn from	the transac			-
•	e internal corporative sources. Several approaches and indicators will be applied to assess					
research of the portfolio	theory and recognize the main financial models intended to manage the assets. The exerc	cises and theoreti	cal perspec	tive deal with	a diversit	y of strategies
	a portfolio of investment, combining assets of different degree of risk, underpining the posi			•		
	ontribution; the course analyzes also the Merton Miller model of irrelevance of the equity-de		-			
probability of default. Wit	e CAPM model. But previously, the student must be aware of all statistical concepts dealing h the conducing background the course enters in the definition of VaR applications, in order t statistical theory. The estimation of measures of risk conveyed by each individual asset is r	to quantify the am	ounts of los	ses based on t		
32ME-P-AGBC-01					ΚZ	3
Agile Bootcamp course the same cross-function	teaches students the fundamentals of Design Thinking and other agile innovation principles. al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offer					_
	ling a practical test of the entire process.					
G16E0201	Agile BootCamp			1	<z td="" <=""><td>3</td></z>	3
-	teaches students the fundamentals of Design Thinking and other agile innovation principles.					-
	al team: Design Thinking, Lean Startup and Agile across teams. In the main part, it will offe ling a practical test of the entire process. Teaching mode: completely online or hybrid, at a	_	-		sign and	mpiementation
G16C0101	Balanced Scorecard	oposiio timo, woo	it during the		ZK	6
G16E2302	Business Process Management				ZK	6
	Business Process Management				ZK	6
					ZK	3
	China's Innovations and Global Influence exploration of China's ability to combine dictatorship with technology innovations, and it's g	arowing global rol	e includina	-		-
•	's political and economic system. That would give us the important basis for understanding		_	=	•	
	echnology in everyday life in China, how it impacts economy, but also how the government		_			
China's global role and	now dependence on China might impact Europe. Last but not least, we will hypothesize on	China's future de	evelopment	and its obstac	cles.	
127CP11	City Planning 11			7	ZK	2
	e design in history, form of the city, typology of urban space, philosophies behind, practices	· · · · · · · · · · · · · · · · · · ·	design in E	uropean cultu	ral contex	t, land-use,
· ·	rvation of cities, urban ecology, trends and policies in urban planning and regional develop	ment.				
	Climate Change Causalities			1	,ZK	6
=	idents an overview of the links and relationships between adaptation, resiliency, and mitigat				-	-
•	ne environment and processes associated with the preparation of investments, the student daptation processes and their difficulty for a given settlement or area. Students will get clea		-		-	
	ation of adaptations and mitigations on a living basis, but also at the regional, national, and E		-			
	ne effects of climate change, so managers from practice will be invited to lessons or seminate change.				,	.g.,
32MC-P-VLAD-01	Public Sector Governance				Z	3
32ME-P-EFNM-01	Economic and Financial Management			-	<Ζ	3
	in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of asset	ets, management	of risk, and			_
G63E3301	Economic and Financial Modelling			l l	ΚZ	3
The course is organized	in 2 seminars weekly, 3 credits. Analyzing and solving models of optimal allocation of asset	ets, management	of risk, and	d Portfolio allo	cation	
G63E0201	Economics of Climate Change			Z	,ZK	6
32ME-P-ECCH-01	Economics of Climate Change			Z	,ZK	6
G04E0201	English for Intercultural Communication			Z	ZK	6
The seminar will focus of	on the importance of accuracy and comprehension in communication in a foreign language,	, and highlight cu	Itural differe	ences influenc	ing comm	nunication, and
examine the role of lang	uage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cu	ıltural and langua	ge context i	n communica	tion . Inter	cultural theories
	ehaviour and language expression . International English as lingua franca . The most comm	non mistakes as a	a cause of i	misunderstand	ding . Lan	guage practice
	dies on individual topics Language level: CEFR B2				- 1.4	
	English for Intercultural Communication				ZK	6
	on the importance of accuracy and comprehension in communication in a foreign language,				•	
_	uage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cu ehaviour and language expression . International English as lingua franca . The most comm	_	_			
	dies on individual topics Language level: CEFR B2	non motarios do t	2 00000 01 1	moundorotan	anig . Lan	guago praotico
G65C0202	Environmental Aspects of Regional Development				ZK	
	· · · · ·				ZK	3
	Environmental Aspects of Regional Development			1 4		3
32MF-P-FMRI-01	Environmental Aspects of Regional Development Financial Markets and Risk Management			7	7K	3
	Financial Markets and Risk Management	r designing an inv	estment st		,ZK on diversi	3 6
The analysis of the man	Financial Markets and Risk Management agement of financial risk recently tends towards strategies for hedging the portfolio, and for			rategy based	on diversi	3 6 fication. The
The analysis of the man	Financial Markets and Risk Management	evolved rapidly f	rom the inc	rategy based eption of the N	on diversi lodern Th	3 6 fication. The eory of Portfolio
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G63E2301 Financial Markets and Risk Management		
T manda wando and Nok wanagomone	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	-	
course spans broad sections implementing the principles of variable income and fixed income. The Financial Models evolved rapidly from the inception		•
The original Mean - Variance analysis, the CAPM, The Black-Litterman model, the disruptive framework implicit in the Black Scholes model for pricir contribution, all of them represent theoretical breakthroughs in the field of finance. When tackling this study, solid statistical basis and advanced skills		
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of the firm's assets as compared to its debt obligations. Other model statistically decomposes observed risky debt prices into default risk premiums.		
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	e models, while co	oncentrating on
their underlying economics and economic intuition. They learn to use market instruments and market analyses to design efficient investment and he	dging strategies a	nd methods for
the company capital management hurled to financial markets.		
G63E0202 Green Transition	Z,ZK	6
Green transition is sometimes imagined as a technical question involving mostly energy production and industrial processes. Nonetheless, wider societ are indispensable to successful transformation. The course introduces different transition approaches focusing on such wider frameworks and stress		
politics, markets, industry, and social changes. Theoretical concepts of transformation will then be linked to current reality in specific regions (with en	_	
EU).		
32ME-P-PIMN-01 Innovation Project 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		ct approach that
$deals\ with\ the\ interactions\ between\ various\ stakeholders,\ their\ goals,\ objectives,\ markets,\ and\ organizations.\ Traditional\ innovation\ management\ usually the interactions of the property of$	y 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 ca		
working only within the set of rules and measures of the institution. However, most innovation projects require an individual approach so that project		
innovative, and creative. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a support the socio-ecological goals of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate r	•	
the basic prerequisites for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Inr		
implementation and commercialization of innovations, and related intellectual property protection. After completing the course, the student should are	-	
topics: how to identify and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, cr		
allocate resources for innovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the p		-
intellectual property and how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best in the left in the course includes approaches.	nnovative compan	ies.
127XKRS Landscape and Settlements	Z	2
The optional course presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements	s (urban and rural).	It complements
the series of compulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with	th various aspects	, perspectives
and complementary topics that were not covered in the compulsory and optional courses.		
32ME-P-MINE-01 Management in International Environment	Z,ZK	3
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.		-
stakeholders. The DFI and its constraints. Parent company versus locals. Managing multi-cultural teams. Remote management. Expatriation. Managing multi-cultural teams. Remote management. Expatriation. Managing multi-cultural teams.	erial skills and con	npetences.
Knowing oneself and developing ones competences. 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		-
level. The course focuses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. A		
focused on confrontational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing ar	· ·	
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321VIC-P-PRA 1-0	· · · · · · · · · · · · · · · · · · ·		0
The classification of the	e subject of professional practice is based on the decision of the MÚVS $$ VUT during their studies to give students the oppo	rtunity to acquire o	uality skills and
experience. MÚVS sup	ports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part o	f the study plans is	short-term
orofessional internship	of a pilot nature.		
G16C0301	Lean Management Practice	ZK	3
The aim of the course	s to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real pro	blems from econor	nic practice.
According to the client	s assignment, student teams solve the problem with the support of teachers who become their mentors.		
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 require	1	ct approach th
deals with the interaction	ns between various stakeholders, their goals, objectives, markets, and organizations. Traditional innovation management usua	lly focuses on goals	and procedure
or innovation planning	usually on implementation and control within the institution. Procedures are often repeated. This creates a framework that of	can limit project tea	ım members to
vorking only within the	set of rules and measures of the institution. However, most innovation projects require an individual approach so that project	t team members a	re highly flexible
nnovative, and creative	e. Each innovation project is individual and requires an individual approach. A clear strategy in the area of innovation, a supp	ortive corporate cu	ılture, a focus
he socio-ecological go	als of innovation, constant study of trends and risks, an appropriate budget, Change- and Risk management, and adequate	motivation for inno	vation are ofte
he basic prerequisites	for an innovation project. The main goal of this course is to acquaint students with the key specifics of innovation projects, Ir	nnovation manager	nent, the
mplementation and co	mmercialization of innovations, and related intellectual property protection. After completing the course, the student should a	answer the followin	g framework
opics: how to identify a	and manage the framework of an innovation project, create a project breakdown structure, create a project innovation plan, o	create a project but	dget, define an
allocate resources for i	nnovation, manage project development, identify and manage innovation risks, and understand the sourcing process for the	project. How to ad	equately prote
ntellectual property ar	d how to implement and commercialise innovations. The course includes approaches, experience, and examples of the best	innovative compa	nies.
32ME-P-PTMN-0	Project Technology Management	Z,ZK	6
echnology project ma	nagement means not only decisions about one's own technological research, innovative cooperation, or technology transfer. To	echnological innov	ations, especia
n production, have long	tied up company resources, and poor decisions can pose significant financial problems for most companies. Therefore, it is ne	cessary to examine	the preparato
mplementation, and co	ommercial activities of technology management in a more comprehensive form. Technology project management is more go	al-oriented, time-b	ound, and has
project organizational:	structure and budget. After completing the course, students should answer the following framework topics: define the nature,	importance, and k	ey functions of
project technology mai	nagement with a focus on the analysis of technological trends, risks, and opportunities, innovation radar, and technology ass	essment. Explain t	he relationship
property and the need	the company. Explain creating a project plan for implementing new technology. Clarify the importance of the necessary prote to commercialize their own technologies at the level of industry, region, or state.		
G65C0103		Z,ZK	3
32MC-P-RGIS-01	Regional Studies	ZK	3
G16C0104	Solving Real World Problems	ZK	3
The aim of the course	s to apply knowledge from the field of economics and management acquired during the study to solve real problems from e	conomic practice.	According to the
client's assignment, stu	idents solve the problem with the support of teachers who become their mentors.		
G16C0201	Service Design	Z,ZK	3
32MC-P-SDES-0°		Z,ZK	3
	Social Competences in Project and Process Management	Z	3
	on the development of skills in managing projects, processes, and people in the organization.	_	, ,
316E0501	Social Competences in Project and Process Management	Z	3
	·	Z,ZK	_
	Social Relations in the Regions	+	3
	Public and Private Sector Collaboration	Z,ZK	3
	Private Partnerships is designed for students who wish to develop their knowledge of public-private partnerships (PPPs) as p	•	
•	erview of Public-Private Partnerships (PPPs)—what they are, how they are used to provide infrastructure assets and service		
316E0401	Strategies of Entering New Markets	Z,ZK	3
	onalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; th	e implementation;	relations with
partners; follow up and			
32ME-P-SENM-0	Strategies of Entering New Markets	Z,ZK	3
The choice to internation	onalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; th	e implementation:	
			relations with
partners; follow up and			relations with

Code of the group: REGS P 22/23 PVT

Territorial Management Planning

Name of the group: Povinn volitelné technické p edm ty, Regional Studies, prezen ní forma

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

Requirement courses in the group:

Credits in the group: 9

32MC-P-PRX1-01 Internship

Note on the group:

G65C0201

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
32MC-P-HVVT-01	Technology Assessment Karel Mrá ek Karel Mrá ek (Gar.)	ZK	3	2P+0C		PV
G77C0001	Technology Assessment Karel Mrá ek	ZK	3	2P+0C	Z,L	PV
32MC-P-KSYS-01	Telecommunication Systems and Technologies Dušan Maga Dušan Maga (Gar.)	ZK	3	2P+0C		PV
G77C0007	Communication Systems and Networks Dušan Maga	ZK	3	2P+0C		PV

ZK

	Landscape Heritage					
127LAHE	Ji í Kugl, Ji í Kupka, Pavel Holubec, Jan Hendrych Ji í Kupka Jan Hendrych (Gar.)	ZK	4	3C	Z,L	PV
G16E0103	Management in the Automotive Industry Old ich Bronec	Z,ZK	6	2P+2C		PV
32ME-P-MNAI-01	Management in the Automotive Industry Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
G16C1302	Old ich Bronec	Z,ZK	6	2P+2C		PV
32MC-P-PJVS-01	Production Systems Design Old ich Bronec Old ich Bronec (Gar.)	Z,ZK	6	2P+2C		PV
G77C0003	Transportation Engineering Projects Helena Bínová	ZK	3	2P+0C	Z,L	PV
32MC-P-PRDO-01	Transportation Engineering Projects Helena Bínová Helena Bínová (Gar.)	ZK	3	2P+0C		PV
G77C2011	Industry 4.0 Jan Mlådek	Z,ZK	3	1P+1C		PV
32MC-P-IND4-01	Industry 4.0 Jan Mládek Jan Mládek Jan Mládek (Gar.)	Z,ZK	3	1P+1C		PV
G51C0401		Z	3	2P+0C		PV
G77C0008	Robotics Olga Št pánková	Z,ZK	6	2P+2C		PV
32MC-P-ROBO-01	Robotics Jaroslav Cibulka, Olga Št pánková Olga Št pánková Olga Št pánková (Gar.)	ZK	6	2P+2C		PV
32MC-P-SMCI-01	Smart Cities Technologies Vladimíra Šilhánková, Martin Maštálka Vladimíra Šilhánková	ZK	3	2P+0C		PV
G77C0004	Smart Cities Technologies Martin Maštálka	ZK	3	2P+0C	Z,L	PV
127UKKO	Urban and Landscape Design Ji í Kupka, Zuzana Pešková, Ivan Vorel Ji í Kupka Zuzana Pešková (Gar.)	ZK	3	2P	L	PV
127USRM	Urban Structures and Urban Development Ji í Kugl, Ji í Kupka, Jan Mužík Jan Mužík (Gar.)	ZK	5	4P	Z	PV
32MC-P-ZRIB-01	Information Security Management and Implementation Jaroslav Bur ík Jaroslav Bur ík (Gar.)	ZK	3	2P+0C		PV
G77C0009	Information Security Management and Implementation Jaroslav Bur ík	ZK	3	2P+0C		PV

Characteristics of the courses of this group of Study Plan: Code=REGS P 22/23 PVT Name=Povinn volitelné technické p edm ty, Regional Studies, prezen ní forma

32MC-P-HVVT-01	Technology Assessment	ZK	3
G77C0001	Technology Assessment	ZK	3
32MC-P-KSYS-01	Telecommunication Systems and Technologies	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 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. • 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.

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 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. • 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.

27LAHE Landscape Heritage

7K 4

6

Cultural, historical, natural, and ecological processes traditionally shape the human environment, our shared cultural landscape heritage. The course will reveal intrinsic values, functions, and character, and the appropriate conservation techniques and strategies for urban landscape heritage protection.

G16E0103	Management in the Automotive Industry	Z,ZK	
32ME-P-MNAI-01	Management in the Automotive Industry	Z,ZK	

This is a basic and overarching course in management in the automotive industry, which creates a framework for further managerial and technical courses focused on automotive industry.

industry.			
G16C1302		Z,ZK	6
32MC-P-PJVS-01	Production Systems Design	Z,ZK	6

The purpose of the course is to become familiar with: • Basic concepts of production and operational management • Significant sectors of industrial production and operation of complex technological systems • The nature, construction and design of industrial products and the function of complex technological systems • The role of human and technological resources in production and operation • The issue of material flows and logistics • By managing supply purchasing and supply chains • Supporting processes in production or operation, maintenance of machines and equipment • Production or operation management: planning, organizing, securing resources, leading, controlling • Design, innovation and re-engineering of manufacturing or operational systems and processes • The issue of production, or operational economics and economic metrics, the KPI system • The issue of some current trends, such as automation, robotization, digitalization, internetization, artificial intelligence, personalization, internationalization, localization • The issue of complex systems of modern production, such as the Toyota Production System, Lean Management and others • Issues of quality management, environmental protection, environmental, material and energy sustainability, circular economy, hygiene and occupational safety, social responsibility in production • Issues of change production and operational management

G77C0003	Transportation Engineering Projects	ZK	3
32MC-P-PRDO-01	Transportation Engineering Projects	ZK	3
G77C2011	Industry 4.0	Z,ZK	3
	ct "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It de	1 '	_
revolutions, current tren	ds as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0"	on the economy a	nd society as a
whole. Last but not leas	t, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Indu	ustry 4.0".	
32MC-P-IND4-01	Industry 4.0	Z,ZK	3
. Annotation The subject	ct "Industry 4.0" deals with the topic of the fourth industrial revolution, explains concepts, terms and trends in this area. It de	als with the history	of industrial
evolutions, current tren	ds as well as individual technological breakthroughs that are typical for Industry 4.0. It analyzes the effects of "Industry 4.0"	on the economy a	nd society as a
vhole. Last but not leas	t, it deals with the role of the state in the creation of economic and industrial policy, the need for which is generated by "Indu	ustry 4.0".	
G51C0401		Z	3
G77C0008	Robotics	Z,ZK	6
32MC-P-ROBO-01	Robotics	ZK	6
32MC-P-SMCI-01	Smart Cities Technologies	ZK	3
G77C0004	Smart Cities Technologies	ZK	3
he subject Technology	for Smart Cities introduces students to the interdisciplinary problematics of smart cities and places it in the context of the to	echnological, socia	l and economic
development of society.			
27UKKO	Urban and Landscape Design	ZK	3
he course introduces :	selected chapters from urban and landscape composition and the theory of urbanism as a basis for urban and landscape d	esign (city image, c	ity environment
	composition, composed landscape, cultural landmarks, the phenomenon of the garden in the historical context, etc.). The air		•
	scape design as a creation of the environment. A theoretical basis and a sound analysis of existing towns and landscapes a		
•	sign. This extends the content of the basic urban planning courses from the Bachelor's degree. Theoretical issues are comp		
•	s urban analyses. It focuses mainly on the development of the urban form of Prague, its selected districts (Dejvice, Karlín), a		nning (regulator
	e specific issues (high-rise buildings). The basic set of lectures is complemented by several extension topics by invited extension topics by invited extension topics.		
27USRM	Urban Structures and Urban Development	ZK	5
	he characteristic features of the city structure of the Czech Republic, individual types of human settlements, their importance		
	dents will learn to identify the characteristic features of cities and villages, their urban uniqueness, arrangement of spatial st		•
	s. Analyze their external and internal image. To identify their landscape, urban and architectural values. Attention is also paid		•
e nom men overall arc	by thand the regeneration or transformation of their existing parts. It also deals with the structure and composition of public a protection of historical, cultural and urban values.	ireas oi cilles and i	anuscapes, the
•	ב פוטובטווטוז טו ווופנטווטמו, טעוועומו מווע עוואמוז אמועבט.		
ransformations, and the	Information Security Management and Implementation	7 <i>V</i>	2
ransformations, and the	Information Security Management and Implementation Information Security Management and Implementation	ZK ZK	3

List of courses of this pass:

Code	Name of the course	Completion	Credits
127CP11	City Planning 11	ZK	2
Concepts in urba	an space design in history, form of the city, typology of urban space, philosophies behind, practices of urban space design in Europea	in cultural context,	land-use,
	planning controle, preservation of cities, urban ecology, trends and policies in urban planning and regional development.		
127LAHE	Landscape Heritage	ZK	4
Cultural, historical,	natural, and ecological processes traditionally shape the human environment, our shared cultural landscape heritage. The course will re	eveal intrinsic value	s, functions,
	and character, and the appropriate conservation techniques and strategies for urban landscape heritage protection.		
127UKKO	Urban and Landscape Design	ZK	3
The course introdu	ces selected chapters from urban and landscape composition and the theory of urbanism as a basis for urban and landscape design	(city image, city e	nvironment,
	ape composition, composed landscape, cultural landmarks, the phenomenon of the garden in the historical context, etc.). The aim of t		•
	landscape design as a creation of the environment. A theoretical basis and a sound analysis of existing towns and landscapes are su		
•	al design. This extends the content of the basic urban planning courses from the Bachelor's degree. Theoretical issues are compleme		
•	arious urban analyses. It focuses mainly on the development of the urban form of Prague, its selected districts (Dejvice, Karlín), aspec		
	sions) and some specific issues (high-rise buildings). The basic set of lectures is complemented by several extension topics by invited		
127USRM	Urban Structures and Urban Development	ZK	5
	with the characteristic features of the city structure of the Czech Republic, individual types of human settlements, their importance in		
	. Students will learn to identify the characteristic features of cities and villages, their urban uniqueness, arrangement of spatial structu		
operational relation	nships. Analyze their external and internal image. To identify their landscape, urban and architectural values. Attention is also paid to th		
			-
i.e. both their overa	all growth and the regeneration or transformation of their existing parts. It also deals with the structure and composition of public areas		-
	transformations, and the protection of historical, cultural and urban values.	of cities and lands	capes, their
127XKRS	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements	of cities and lands	capes, their
127XKRS The optional cours	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (ur	of cities and lands Z ban and rural). It co	2 capes, their
127XKRS The optional cours	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with	of cities and lands Z ban and rural). It co	2 capes, their
127XKRS The optional cours the series of comp	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses.	of cities and lands Z ban and rural). It covarious aspects, pe	2 capes, their 2 complements erspectives
127XKRS The optional cours the series of comp	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis	Z ban and rural). It covarious aspects, pe	2 pmplements erspectives
127XKRS The optional cours the series of comp 32MC-P-DIPR-01	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis Environmental Aspects of Regional Development	Z ban and rural). It covarious aspects, per	2 complements erspectives 12 3
127XKRS The optional cours the series of compact of the series of t	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis Environmental Aspects of Regional Development	Z ban and rural). It covarious aspects, pe	2 pmplements erspectives
127XKRS The optional cours the series of comp 32MC-P-DIPR-01	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis Environmental Aspects of Regional Development Technology Assessment	Z ban and rural). It covarious aspects, per	2 complements erspectives 12 3
127XKRS The optional cours the series of comp 32MC-P-DIPR-01 32MC-P-ENAR-01 32MC-P-HVVF01 32MC-P-IND4-01	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis Environmental Aspects of Regional Development Technology Assessment	z ban and rural). It covarious aspects, pe	2 complements erspectives 12 3 3 3
127XKRS The optional cours the series of comp 32MC-P-DIPR-01 32MC-P-ENAR-01 32MC-P-HVVT01 32MC-P-IND4-01 I. Annotation The	transformations, and the protection of historical, cultural and urban values. Landscape and Settlements e presents selected chapters on landscape architecture and urbanism, focusing on two thematic blocks - garden art and settlements (urbulsory and optional courses at Bachelor and Master level in Environmental Engineering and Architecture and Civil Engineering with and complementary topics that were not covered in the compulsory and optional courses. Diploma Thesis Environmental Aspects of Regional Development Technology Assessment Industry 4.0	z ban and rural). It covarious aspects, pe Z ZK ZK ZK swith the history of	2 complements erspectives 12 3 3 industrial

32MC-P-KSYS-01	Telecommunication Systems and Technologies	ZK	3
	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)		_
	• How is electric current created? Painter Morse. Alexander, ring the bell! Telecommunications from the plane. • Do you know a T		
	none network becomes the Internet • Light and dark Transmission of information by light. • Why are networks "mobile"? 1G, 2G		
-	e and how elsewhere? • Satellite systems (J. Kepler + A. C. Clarke = E. Musk). What do Saturn and Earth have in common? Doe		
	akovice. • How television (including Internet) works. A football match and a drastic Clash of the Titans. • WiFi not working? What n	-	
	s. • The biggest mistakes in the history of telco business. The subject scrupulously avoids formulas and mathematical relationship	•	
	succeed) - the keywords are principles and clarity.	•	•
32MC-P-MACT-01	Macroeconomic Theory	ZK	3
32MC-P-OTIK-01	Reflections of Technical Innovations in Culture	ZK	3
	d for students of the Master's study program Project Management of Innovations. The teaching is aimed at gaining a wide range of		1
	cesses, for the understanding and internalization of which a deep understanding of the connections between science and culture	-	
32MC-P-PJVS-01	Production Systems Design	Z,ZK	6
	rse is to become familiar with: • Basic concepts of production and operational management • Significant sectors of industrial production and operational management • Significant sectors of industrial productions and the foundation of a sector of the sect	=	-
	• The nature, construction and design of industrial products and the function of complex technological systems • The role of huma	•	
	tition • The issue of material flows and logistics • By managing supply purchasing and supply chains • Supporting processes in produc	=	
	ment • Production or operation management: planning, organizing, securing resources, leading, controlling • Design, innovation and re		-
	and processes • The issue of production, or operational economics and economic metrics, the KPI system • The issue of some curre		
-	ation, internetization, artificial intelligence, personalization, internationalization, localization • The issue of complex systems of mo	-	
Toyota Production Syst	em, Lean Management and others • Issues of quality management, environmental protection, environmental, material and energy s	· · · · · · · · · · · · · · · · · · ·	ar economy,
	hygiene and occupational safety, social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production and operational management of the social responsibility in production • Issues of change production of the social responsibility in production • Issues of the social responsibility in production of the social responsibil		
32MC-P-PRDO-01	Transportation Engineering Projects	ZK	3
32MC-P-PRIS-01	Information System Design	Z,ZK	6
Fundamental terms, in	formation systems architecture, basic types of software applications for information system of enterprise, information system lifecy	cle, approaches to	information
system development, r	nanagement information systems, web audit, business process modeling using BPMN, UML and others, information system mode	eling - UML and da	ata modeling
	using ER diagrams		
32MC-P-PRX1-01	Internship	Z	6
	e subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportuni	ty to acquire quali	ty skills and
experience. MÚVS s	supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of th	ne study plans is s	hort-term
	professional internship of a pilot nature.		
32MC-P-RGIS-01	Regional Studies	ZK	3
32MC-P-RIIP-01	Innovation Management and Innovation Project	Z,ZK	6
	prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product		
-	of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematically in the state of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematically in the state of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematically in the state of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematically in the state of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, systematically in the state of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, soft methods and techniques of innovation, soft methods and techniques of innovation in the state of t		
a macrocconomic view	techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	omatic analytical i	netrious and
20110 D DOWN		7 71/	6
32MC-P-ROAN-01	Decision Analysis Decision Analysis is to acquaint students with the basic methods of decision-making in technical and economic, to use appropriat	Z,ZK	6
The aim of the subject		e tools within deci	Sion-making
00 10 D D D D 00 04	processes.	71/	
32MCP-ROBO-01	Robotics	ZK	6
32MC-P-SDES-01	Service design	Z,ZK	3
32MC-P-SMCI-01	Smart Cities Technologies	ZK	3
32MC-P-SPOL-01	Public and Private Sector Collaboration	Z,ZK	3
The course on Public-	Private Partnerships is designed for students who wish to develop their knowledge of public-private partnerships (PPPs) as part o	of their professiona	l focus. The
course provides an ov	verview of Public-Private Partnerships (PPPs)—what they are, how they are used to provide infrastructure assets and services, th	eir benefits, and tl	neir pitfalls.
32MC-P-STRR-01	Strategic Management	Z,ZK	6
l l	on strategic planning and management, including the necessary contexts and links, as one of the main tools for long-term planning a	,	_
	(enterprise or institution of any type or even municipality, region or state). As part of teaching the subject, relevant case studies from		-
•	questions of competitiveness, competitive advantages, changes in the configuration of business processes and their influence or	-	
ouritor or attornion are	the Czech economy and Czech companies into global trade.	р. 00000 0	iogramori or
32MC-P-SVRG-01	Social Relations in the Regions	Z,ZK	3
	·	,	
32MC-P-VLAD-01	Public Sector Governance	Z	3
32MC-P-ZRIB-01	Information Security Management and Implementation	ZK	3
32ME-P-ADFM-01	Advanced Topics in Financial Management	Z,ZK	3
			cial markets
During the course will be	be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performance of firms.	ormed at the finan	
-	· ·		aul the path
will be combined with	be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performance of firms.	irse aims at overh	
will be combined with research of the portfo	be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions per the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The cou	rse aims at overhall with a diversity o	f strategies
will be combined with research of the portfo developed for assignin pioneering Markowitz of	be studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective dearng a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative str	rse aims at overhall with a diversity on the overview staucture of capital. I	f strategies rts with the The analysis
will be combined with research of the portfo developed for assigni pioneering Markowitz includes also the Shar	se studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deaing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributes.	rrse aims at overhand in with a diversity on the overview staucture of capital. It ions, confidence in	f strategies rts with the The analysis ntervals and
will be combined with research of the portfo developed for assigni pioneering Markowitz includes also the Shar probability of default. W	se studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deaing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribution the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based	Irse aims at overhall with a diversity of a diversity of the overview staructure of capital. Tions, confidence in the probability	f strategies rts with the The analysis ntervals and
will be combined with research of the portfo developed for assigni pioneering Markowitz of includes also the Shar probability of default. W	se studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deaing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distributes.	Irse aims at overhall with a diversity of a diversity of the overview staructure of capital. Tions, confidence in the probability	f strategies rts with the The analysis ntervals and
will be combined with research of the portfo developed for assigni pioneering Markowitz includes also the Shar probability of default. W	se studied the strategies for recognizing the financial performance of firms. The market information drawn from the transactions performed the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deaing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribution the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based	Irse aims at overhall with a diversity of a diversity of the overview staructure of capital. Tions, confidence in the probability	f strategies rts with the The analysis ntervals and
will be combined with research of the portfor developed for assigning pioneering Markowitz of includes also the Shar probability of default. We bas 32ME-P-AGBC-01	the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective deaing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribution the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based and the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric	urse aims at overhal with a diversity of The overview state ucture of capital. To ions, confidence in a on the probability of methods.	f strategies rts with the The analysis ntervals and distribution,
will be combined with research of the portfor developed for assigning pioneering Markowitz of includes also the Shar probability of default. We bas 32ME-P-AGBC-01 Agile Bootcamp course	the internal corporative sources. Several approaches and indicators will be applied to assess the evolution of companies. The coulio theory and recognize the main financial models intended to manage the assets. The exercises and theoretical perspective dearing a portfolio of investment, combining assets of different degree of risk, underpining the position with the diversification principle contribution; the course analyzes also the Merton Miller model of irrelevance of the equity-debt composition for the corporative stree CAPM model. But previously, the student must be aware of all statistical concepts dealing with uncertainty, probability distribution the conducing background the course enters in the definition of VaR applications, in order to quantify the amounts of loses based and the Gaussian statistical theory. The estimation of measures of risk conveyed by each individual asset is run by econometric Agile BootCamp	urse aims at overhil with a diversity of The overview state ucture of capital. To ions, confidence in the probability of methods. KZ s that work well tog	f strategies rts with the The analysis ntervals and distribution, 3 gether within
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32ME-P-CICO-01 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. 32ME-P-CLCH-01 Climate Change Causalities Z,ZK 6 The course gives the students an overview of the links and relationships between adaptation, resiliency, and mitigation. In the field of state administration and self-government, industry and development, and the environment and processes associated with the preparation of investments, the students will be able to identify and evaluate appropriate basic measures and estimate the main adaptation processes and their difficulty for a given settlement or area. Students will get clear information about the processes and activities associated with the planning and implementation of adaptations and mitigations on a living basis, but also at the regional, national, and European level. The course focuses, among other things, on students' practical knowledge of the effects of climate change, so managers from practice will be invited to lessons or seminars. 32ME-P-ECCH01 **Economics of Climate Change** Z,ZK 6 32ME-P-EFNM-01 Economic and Financial Management ΚZ 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 32ME-P-ENIC-01 English for Intercultural Communication 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 $\ensuremath{\mathsf{B2}}$ 32ME-P-EUPO-01 European Union and Regional Policy 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. Financial Markets and Risk Management 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. 32ME-P-MEPO-01 Monetary Economics and Policy Z,ZK 6 This course provides basic concepts from monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of three major parts. The first part starts with the definition of money, its functions, and its measures in the form of monetary aggregates' statistics compiled by central banks. It leads then to the inner workings of financial markets, particularly the interest rate dynamics of bonds and stocks. The second part focuses on the practical conduct of monetary policy: how money supply is created, what tools of monetary policy are used to affect the market interest rate, and how central banks can intervene in the foreign exchange market to regulate the exchange rate. The third part sheds light on the theoretical frameworks of money, aggregate demand-supply analysis based on the monetary policy curve, and channels through which the changes in policy interest rate transmit to the aggregate output and inflation in the economy. The special case of nonconventional monetary policy adopted during the global financial crisis 2007-2009 when countries reached their zero lower bound of interest rates is demonstrated too. The leading textbook is Mishkin (2022) listed with other optional readings below. There are lectures and exercise sessions, where different problem sets based on lecture materials are solved together in class. A guest speaker from the Czech National Bank will be invited for one lecture. 32ME-P-MINE-01 Management in International Environment 3 32ME-P-MNAI-01 Management in the Automotive Industry 6 This is a basic and overarching course in management in the automotive industry, which creates a framework for further managerial and technical courses focused on automotive industry. 32ME-P-MNEN-01 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.

32ME-P-PIMN-01 Innovation Project Management 7.7K

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.

32ME-P-PTMN-01 Project Technology Management

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.

32ME-P-SCOM01	Social Competences in Project and Process Management The course is focused on the development of skills in managing projects, processes, and people in the organization.	Z	3
32ME-P-SENM-01	Strategies of Entering New Markets	Z,ZK	3
	ationalize; the various entry modes; impact of international activity on the business plan; the export plan; the marketing plan; the in partners; follow up and the results.		
G00C3101	Diploma Thesis Project	Z	0
G00C4102	Diploma Thesis	Z	12
G00C4104	Practice	Z	6
he classification of the	he subject of professional practice is based on the decision of the MÚVS VUT during their studies to give students the opportuni	ty to acquire quali	ty skills ar
	supports the establishment of a relationship between students and companies and emphasizes their mutual cooperation Part of the professional internship of a pilot nature.		_
G04E0201	English for Intercultural Communication	Z,ZK	6
xamine the role of lar	s on the importance of accuracy and comprehension in communication in a foreign language, and highlight cultural differences infinguage means in intercultural negotiations. Outline of the subject: . Approaches to culture . Cultural and language context in communiphen behaviour and language expression . International English as lingua franca . The most common mistakes as a cause of misunder and activities . Case studies on individual topics Language level: CEFR B2	nication . Intercult	ural theori
G04E0202	Meetings and Negotiations in English	Z,ZK	6
	and Negotiations is part of a series of courses for follow-up students focused on functional language. The course is intended for stud		_
	ses on a collaborative model of the English language intended for a range of business or business meetings and negotiations. Altho		
focused on confront	tational negotiation and communication strategies, part of the explanation is devoted to strategies and language for preventing and	coping with confr	ontational
tuations. The course	is based on the modern, increasingly widespread model of "International English", ie international English understood as lingua fra	anca. Listening ma	aterials wo
	with recordings of native speakers of all English styles and focus on collocations and idiomatics of American and British Engli		
G16C0101	Balanced Scorecard	Z,ZK	6
G16C0104	Solving Real World Problems	ZK	3
he aim of the course	e is to apply knowledge from the field of economics and management acquired during the study to solve real problems from econo client's assignment, students solve the problem with the support of teachers who become their mentors.	mic practice. Acco	ording to the
G16C0201	Service Design	Z,ZK	3
G16C0301	Lean Management Practice	ZK	3
The aim of the cours	se is to apply knowledge from the field of lean management and lean manufacturing acquired during the study to solve real proble	ms from economi	c practice.
	According to the client's assignment, student teams solve the problem with the support of teachers who become their mento		
G16C1201	Project Management	Z,ZK	6
G16C1302		Z,ZK	6
			_
G16C1401	Innovation Marketing	Z,ZK	6
	Innovation Marketing HR Management Systems	Z,ZK Z,ZK	6
G16C1401 G16C2501	<u> </u>	Z,ZK	6
G16C1401 G16C2501 The course is focused and practice	HR Management Systems	Z,ZK rn effective strateç in the organization	6 gies, polici on.
G16C1401 G16C2501 he course is focused and practice G16C3101	HR Management Systems on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will lead sets for efficient people management in the organization and the main tasks of managers in various activities of people management	Z,ZK rn effective strateon in the organization Z,ZK	6 gies, polici
G16C1401 G16C2501 he course is focused and practice G16C3101 G16C3102	HR Management Systems I on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will lead as for efficient people management in the organization and the main tasks of managers in various activities of people management. Innovation Management and Innovation Project	Z,ZK rn effective strateg in the organizatio Z,ZK Z,ZK	6 gies, policion.
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G16C1401 G16C2501 The course is focused and practice G16C3101 G16C3102 Concepts of innovation macroeconomic view	HR Management Systems I on the development of managerial skills in managing people in the organization. Through lectures and seminars, students will lead as for efficient people management in the organization and the main tasks of managers in various activities of people management. Innovation Management and Innovation Project In prerequisites and barriers to innovation, sources of innovation, strategic considerations of innovation, process innovation, product we of the role of innovation, organizational support and management of innovation, soft methods and techniques of innovation, system techniques of innovation, economic aspects of innovation, intellectual property of innovation and legal aspects.	Z,ZK rn effective strateg in the organization Z,ZK Z,ZK innovation, service ematic-analytical r	6 gies, policion. 6 6 e innovationethods a
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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. Z,ZKG16E2302 **Business Process Management** 6 G51C0401 3 Ζ 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 3 The course introduces the analysis of the theory of consumer, the theory of firm, and the market interactions of consumers and firms. G63C2301 Controllina 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 G63C3201 ZK 3 G63C4401 Information System Design 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 G63F0202 **Green Transition** 7.7K 6 Green transition is sometimes imagined as a technical question involving mostly energy production and industrial processes. Nonetheless, wider societal, economic and political contexts are indispensable to successful transformation. The course introduces different transition approaches focusing on such wider frameworks and stressing the interconnections between politics, markets, industry, and social changes. Theoretical concepts of transformation will then be linked to current reality in specific regions (with emphasis on but not limited to the EU). G63E2301 Financial Markets and Risk Management 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 ΚZ 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 Monetary Economics and Policy G63E4201 This course covers basic concepts from monetary economics, emphasizing how monetary policy can affect the domestic economy. It consists of two major parts. The first one starts with the definition of money, its functions, and monetary aggregates and leads to the inner workings of financial markets, particularly interest rate dynamics. The second one combines the practical conduct of monetary policy by central banks with the theoretical frameworks of what explains inflation in the long run and how monetary policy can stabilize the economy and inflation. The leading textbook is Mishkin (2022) listed with other optional readings below. There will be lectures and exercise sessions, where different problem sets based on lecture materials are solved together in class. G65C0103 Z.ZK 3 G65C0201 Territorial Management Planning ZK 3 G65C0202 ZK **Environmental Aspects of Regional Development** 3 Z,ZK G65E1301 **Smart Cities and Regions** 6 Smart Cities and Smart Regions study introduces students to the interdisciplinary issue Smart Cities, preparing concept SC and its planning and indicators. G65E2301 Regional Development and Planning 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. City Competitiveness 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. European Union and Regional Policy 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		
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. ZK G77C0007 Communication Systems and Networks 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 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. • 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.

G77C0008	Robotics	Z,ZK	6
G77C0009	Information Security Management and Implementation	ZK	3
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".

For updated information see http://bilakniha.cvut.cz/en/FF.html Generated: day 2024-05-17, time 07:36.