

Course description

Course abbreviation:	KPV/PZE	Page:	1 / 4
Course name:	Enterprise in the knowledge economy		
Academic Year:	2023/2024	Printed:	11.07.2025 07:41

Department/Unit /	KPV / PZE			Academic Year	2023/2024
Title	Enterprise in the knowledge economy			Type of completion	Exam
Accredited/Credits	Yes, 4 Cred.			Type of completion	Oral
Number of hours	Lecture 2 [Hours/Week] Tutorial 2 [Hours/Week]			Course credit prior to	Yes
Occ/max	Status A	Status B	Status C	Counted into average	YES
Summer semester	0 / -	0 / -	0 / -	Min. (B+C) students	10
Winter semester	35 / -	0 / -	0 / -	Repeated registration	NO
Timetable	Yes			Semester taught	Winter semester
Language of instruction	Czech			Internship duration	0
Optional course	Yes			Ev. sc. – cred.	S/N
Evaluation scale	1 2 3 4				
No. of hours of on-premise					
Auto acc. of credit	Yes in the case of a previous evaluation 4 nebo nic.				
Periodicity	every year				
Specification periodicity					
Substituted course	None				
Preclusive courses	N/A				
Prerequisite courses	N/A				
Informally recommended courses	N/A				
Courses depending on this Course	KEE/SNMJI				

Course objectives:

Learning outcomes of the course unit: The aim of the course is to provide students with information on the latest trends in the field of business management at present. Attention is paid especially to the emergence and promotion of new management paradigms used in the knowledge economy, knowledge management in current companies and the need and management of innovation management of production companies. The seminars include workshops on given topics and examples of successful companies in this area.

Requirements on student

The course credit is obtained by precessing the semester work, submitting relevant files in electronic form, and presenting the results of the solutions at seminars reserved for this purpose.

The form of the exam is combined. The condition of the exam is to demonstrate sufficient knowledge during the oral exam. The student is required to demonstrate knowledge of the course by answering the questions given by the examiner. Students will be admitted to the oral exam after passing the test, with minimum result of 70%.

Content

The course provides students with information about the latest trends in actual business management. Attention is concentrated to the emergence and promotion of new management paradigms used in the knowledge economy, knowledge management in current companies and the need and management of innovation management of production companies. The seminars include workshops on given topics and examples of successful companies.

1. Introduction to knowledge management
2. Knowledge management - basic terms
3. Learning organization and change management
4. Knowledge organization

5. Knowledge workers
6. Knowledge management and intellectual capital
7. Knowledge economy
8. Innovations in industrial enterprises
9. Value innovations
10. Innovations management
11. Innovation system
12. Development of creativity in the company
13. Management of corporate culture

Fields of study

Guarantors and lecturers

- **Guarantors:** doc. Ing. Michal Šimon, Ph.D. (100%)
- **Lecturer:** Mgr. Ing. Alena Lochmannová, Ph.D. et Ph.D., MBA (50%)
- **Tutorial lecturer:** Mgr. Ing. Alena Lochmannová, Ph.D. et Ph.D., MBA (50%), doc. Ing. Michal Šimon, Ph.D. (50%)

Literature

- **Basic:** Hammer, Michael. *Agenda 21 : co musí každý podnik udělat pro úspěch v 21. století*. 2. vyd. Praha : Management Press, 2012. ISBN 978-80-7261-244-4.
- **Extending:** Veber, Jaromír. *Management inovací*. Vydání 1. 2016. ISBN 978-80-7261-423-3.
- **Recommended:** Petříková, Růžena a kol. *Moderní management znalostí*. Praha, 2010. ISBN 978-80-74310119.
- **Recommended:** Bureš, Vladimír. *Znalostní management a proces jeho zavádění : průvodce pro praxi*. 1. vyd. Praha : Grada, 2007. ISBN 978-80-247-1978-8.

Time requirements

All forms of study

Activities	Time requirements for activity [h]
Graduate study programme term essay (40-50)	40
Preparation for an examination (30-60)	30
Contact hours	52
Total:	122

assessment methods

Knowledge - knowledge achieved by taking this course are verified by the following means:

- Combined exam
- Seminar work
- Skills demonstration during practicum
- Project

Skills - skills achieved by taking this course are verified by the following means:

- Seminar work
- Individual presentation at a seminar

Competences - competence achieved by taking this course are verified by the following means:

- Combined exam
- Project

Individual presentation at a seminar

prerequisite

Knowledge - students are expected to possess the following knowledge before the course commences to finish it successfully:

- to have basic knowledge in industrial management
- to know the basic development trends in management and to estimate their further development
- to know the development and use of production and information technologies
- to know the basic terms of informatics and IS/IT

Skills - students are expected to possess the following skills before the course commences to finish it successfully:

- effectively manage all your own activities
- effectively use the available information, communication and other technologies for your business
- managing and directing the activities of the team members of the team that he is member of
- efficiently participate in the management of organization or its significant part

Competences - students are expected to possess the following competences before the course commences to finish it successfully:

N/A

N/A

teaching methods

Knowledge - the following training methods are used to achieve the required knowledge:

- Lecture supplemented with a discussion
- Interactive lecture
- Individual study
- Textual studies
- Skills demonstration
- Multimedia supported teaching

Skills - the following training methods are used to achieve the required skills:

- Practicum
- Individual study
- Lecture supplemented with a discussion
- Cooperative instruction
- Seminar

Competences - the following training methods are used to achieve the required competences:

- Lecture supplemented with a discussion

learning outcomes

Knowledge - knowledge resulting from the course:

- to know the modern approaches in management
- to know basic knowledge and methods in the field of innovation, creativity and knowledge management in industrial enterprises
- to know the meaning of potential risks in business and operating activities
- to know development trends in industrial management

Skills - skills resulting from the course:

- to support the use of modern approaches in management
- to implement new knowledge in industrial management
- to apply basic knowledge in the field innovation, knowledge management and risks management
- to use this knowledge in an integrated way to develop the management systems and methods used in industrial management

Competences - competences resulting from the course:

N/A

N/A

Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan v.	Year	Block	Status	R.year	R.
Industrial Engineering and Management	Postgraduate Master	Combined	Industrial Engineering and Management	1	2020	2023	Compulsory courses	A	1	ZS
Industrial Engineering and Management	Postgraduate Master	Full-time	Industrial Engineering and Management	1	2020	2023	Compulsory courses	A	1	ZS