

Syllabus for the course

MINOR FIELD STATE EXAM

Course code:	3CE
Course title in language of instruction:	— <i>item not defined</i> —
Course title in Czech:	Státní zkouška z vedlejší specializace
Course title in English:	Minor Field State Exam
Number of ECTS credits allocated:	3
Mode of delivery:	none
Mode of completion:	graded course
Language of instruction:	English
Level of course and year of study:	master (second cycle): 2
Semester:	SS 2018/2019
Name of lecturer(s):	prof. Ing. Jiří Hnilica, Ph.D. (supervisor)
Prerequisites and co-requisites:	none
Recommended optional programme components:	none
Work placement:	none

Aims of the course:

The state exam from the minor specialization is a comprehensive verification of acquired knowledge in the given field of study.

Learning outcomes and competences:

Course contents:

Exam fields of study from the course Design Thinking and anthropology in strategy:

- Design as practice and theory
- Design Thinking process
- Design research and ethnography
- Ethnographic interview
- Design tools

Exam fields of study from the course Growth strategy:

- Firm evaluation from the perspective of future growth
- Growth options, opportunities and growth system
- Innovation strategy
- International strategy
- Cooperative strategy
- Business model innovation
- Blue ocean strategy
- Digital strategy

Exam fields of study from the course Competitive and Business Intelligence:

- Role of Competitive Intelligence in the company. Investigative cycle of Competitive Intelligence and its historical roots.
- Secondary information research of Competitive Intelligence and advance review methods for CI. Information resources for the field of intellectual property.
- Competitive Intelligence and social media. Data mining strategy for gathering data about competitors and business partners.
- Fundamental principles of Business Intelligence (BI) and its position in the corporate IS/ICT architecture. Dimensional modelling. BI projects and their specifics. Report life cycle.

- Fundamental principles of data visualization. Story telling in data visualization. Competitive advantage by using visualization tools.
- Performance Management. Corporate Performance Management

Learning activities, teaching methods and workload (hours):

Type of teaching method	Hours of workload
	Daily attendance
Preparation for final oral exam	78
Total	78

Assessment methods and criteria:

Requirement type	Weight
	Daily attendance
Final oral exam	100 %
Total	100 %

Assessment:

- Graded courses
- 1 Excellent (90 – 100%)
 - 2 Very good (75 – 89%)
 - 3 Good (60 – 74%)
 - 4 Insufficient (0 – 59%)

- Ungraded courses
- P Passed
 - NP Not Passed

Special requirements and details:

none

Reading:

Type*	Author	Title	Published in	Publisher	Year	ISBN
RQ	KIM, W C. – MAUBORGNE, R.	Blue ocean strategy : how to create uncontested market space and make the competition irrelevant	Boston	Harvard Business Press	2015	978-1-62527-449-6
RQ	JOHNSON, G. – SCHOLES, K. – WHITTINGTON, R.	Exploring corporate strategy : text & cases	Harlow	Prentice Hall	2008	978-0-273-71192-6
RQ	LIEDTKA, J. – OGILVIE, T.	Designing for growth : a design thinking tool kit for managers	New York	Columbia Business School	2011	978-0-231-15838-1
RQ	FEW, S.	Show me the numbers : designing tables and graphs to enlighten	Burlingame	Analytics Press	2012	978-0-9706019-7-1
RE	EDWARD D. HESS – LIEDTKA, JEANNE:	The Physics of Business Growth: Mindsets, System, and Processes, 2012,				ISBN:978-08-047-8477-1
RE	Efraim Turban:	Business Intelligence. Prentice Hall, 2000				
RE	Fleisher, C. S. and Bensoussan, B. E. (no date)	Business and competitive analysis : effective application of new and classic methods. Available at: https://books.google.cz/books?id=BRloBgAAQBAJ&dq=babette+competitive&hl=cs&source=gbs_navlinks_s				
RE	Gunn, W., Otto, T., Smith R.	2013. Design Anthropology: Theory and Practice. Bloomsbury Academic.				
RE	Hunt, D., Nguyen, L. (Long B. . and Rodgers, M. (Matthew E. . (2007)	Patent searching : tools & techniques. Wiley. Available at: https://www.wiley.com/en-us/Patent+Searching%3A+Tools+%26+Techniques-p-9780471783794				

RE IDEO. 2015. The Field Guide to Human-Centered Design. IDEO.

RE Kathleen Musante DeWalt, K. M. & DeWalt, B. R. 2011. Participant Observation: A Guide for Fieldworkers. Altamira Press.

RE Porter, A. L. and Cunningham, S. W. (2005) Tech mining : exploiting new technologies for competitive advantage. John Wiley.
Available at:
<https://www.wiley.com/en-us/Tech+Mining%3A+Exploiting+New+Technologies+for+Competitive+Advantage-p-9780471475675>

* RQ – required RE – recommended