

Course description

Course abbreviation:	KPM/KPM	Page:	1 / 4
Course name:	Commercial Activities in Project Managem		
Academic Year:	2023/2024	Printed:	11.07.2025 13:05

Department/Unit /	KPM / KPM			Academic Year	2023/2024
Title	Commercial Activities in Project Managem			Type of completion	Exam
Long Title	Commercial Activities in Project Management				
Accredited/Credits	Yes, 4 Cred.			Type of completion	Combined
Number of hours	Lecture 2 [Hours/Week] Tutorial 1 [Hours/Week]				
Occ/max	Status A	Status B	Status C	Course credit prior to	Yes
Summer semester	39 / -	0 / -	0 / -	Counted into average	YES
Winter semester	0 / -	0 / -	0 / -	Min. (B+C) students	10
Timetable	Yes			Repeated registration	NO
Language of instruction	Czech			Semester taught	Summer semester
Optional course	Yes			Internship duration	0
Evaluation scale	1 2 3 4			Ev. sc. – cred.	S N
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	KIP/KPM				
Preclusive courses	N/A				
Prerequisite courses	N/A				
Informally recommended courses	N/A				
Courses depending on this Course	N/A				

Course objectives:

The aim of this course is to: provide the information about commercial activities, which are related to a real project offer; create the knowledge base to understand phases realized before the implementation phase of a business case including the contract; to prepare students apply acquired knowledge practically.

Requirements on student

The requirement for credit is a successful completion of the final test, active participation of the student in lectures and exercises. The test can be repeated once in the exam period in the dates specified by the Department. The limit for passing a written test is set at 65%.

Combined exam of the problems discussed during the lectures and exercises.

Content

Commercial activities in project management, basic stage. The main features of the commercial project and its phases influence the nature of the project on commercial activities. Effect of incorporation of the company in equity structures. (Mergers, rebranding).

Marketing activities. Collecting and processing market, marketing mix, strategic planning and the impact of marketing activities. CRM. Support for supply and export companies. Brokerage, dealership.

The basic steps of the process of commercial activity. Analysis, implementation of market access for goods, customers, competition effects. The functionality and characteristics of "sales representative", communication, presentation, team. Electronic communication and commerce.

Product and service commercial base of business strategy. Innovation, innovation policy, technological development and its provision. Competitive features, parameters (technical / utility properties), reliability, longevity, delivery time, price.

The documents for managing commercial activities: business plan, technical - economic study. Activities in commercial activity - demand and supply management, including competition. Pre-qualification, the tender, tender evaluation, contract business. Documents for quality management in business.

Demand and the supply. Principles and guidelines for the work. Characteristics of market behavior. Perfect competition, monopoly, oligopoly. Legal framework věřených competitions.

Price, methods and data for its calculation, cost calculation.

Contractual relationship in the business relations under applicable laws and regulations, types of contracts, requirements contracts. Financing of the business case, risk management. Bank instruments used for tendering, financing and protection orders. Payment Terms. Financial institutions in the Republic and Europe.

Implementation of business contracts - quality management in the preparation and implementation of the subject business (contract), contract quality plan.

Implementation of of the business case, system tests (tests), acceptance of goods, delivery parity, customer service.

Guarantee of the delivered goods, guarantee and after guarantee service, spare parts, after sales services, LCC, RAM (S).

Fields of study

Guarantors and lecturers

- **Guarantors:** doc. Ing. Martin Januška, Ph.D. (100%)
- **Lecturer:** Ing. Michal Beránek (100%), doc. Ing. Martin Januška, Ph.D. (100%)
- **Tutorial lecturer:** Ing. Michal Beránek (100%)

Literature

- **Basic:** Čermáková, Irena. *Bankovní záruka*. Brno : ECON, 2002. ISBN 80-86433-03-X.
- **Basic:** Kotler, Philip; Armstrong, Gary. *Marketing*. Praha : Grada Publishing, 2004. ISBN 80-247-0513-3.
- **Basic:** Machková, Hana; Sato, Alexej; Černohlávková, Eva. *Mezinárodní obchodní operace*. 3., přeprac. vyd. Praha : Grada Publishing, 2003. ISBN 80-247-0686-5.
- **Basic:** Skalický, Jiří; Vostracký, Zdeněk. *Projektový management*. Plzeň : Západočeská univerzita, 2003. ISBN 80-7043-237-3.
- **Basic:** STRAKOŠ, M. *Zahraniční obchod*. Praha: Grada, 2009. ISBN 978-80-247-2816-2.
- **Extending:** *Incoterms 2000 : mezinárodní pravidla pro výklad dodacích doložek : ICC official rules for the interpretation of trade terms ; komentář a překlad Miroslav Šubert*. 2. vyd. Praha : ICC Česká republika, 2000. ISBN 92-842-1199-9.
- **Recommended:** Kislingerová, Eva; Nový, Ivan. *Chování podniku v globalizujícím se prostředí*. Vyd. 1. V Praze : C.H. Beck, 2005. ISBN 80-7179-847-9.
- **Recommended:** Kotler, Philip; Trias de Bes, Fernando. *Inovativní marketing : jak kreativním myšlením vítězit u zákazníků*. 1. vyd. Praha : Grada Publishing, 2005. ISBN 80-247-0921-X.
- **Recommended:** *Občanský zákoník a předpisy související v aktuálním znění*.
- **Recommended:** MAREK, K., ŽVÁČKOVÁ, L. *Obchodní podmínky, obchodní zvyklosti a vykládací pravidla*. Praha: Aspi, 2008. ISBN 80-86518-57-4.
- **Recommended:** *Obchodní zákoník a předpisy související v aktuálním znění*.
- **Recommended:** *Wikipedie: Marketing a inovace*.
- **Recommended:** *Zákon o veřejných zakázkách*.

Time requirements

All forms of study

Activities	Time requirements for activity [h]
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Contact hours	39
Preparation for formative assessments (2-20)	10
E-learning [dáno e-learningovým kurzem]	10
Preparation for an examination (30-60)	30
Preparation for comprehensive test (10-40)	30
Total:	119

assessment methods

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

Test

Combined exam

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

Combined exam

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

Combined exam

prerequisite

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

Basic course micro economy

Basic course project management

to define the basics of project management, financial management and planning, basic marketing techniques

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

Get an overview of what include all commercial activities in all phases of a real project from its first offer, through implementation to completion and solutions of guarantees arising from the project. They get an overview of the economic and marginally legal aspects of business. Acquired knowledge is the basis for practical application in business.

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

focus on the application of microeconomics, its basic concepts cost of goods, labor costs. Orient in the resources of management management and their basic use in the examples

teaching methods

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

Lecture

Lecture with visual aids

Seminar classes

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

Lecture

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

Lecture

learning outcomes

Knowledge - knowledge resulting from the course:

Orient in the space for commercial activities in the preparation of the project.

Explain the contractual relationships that determine the course of commercial practices.

Describe the pricing process, determine the financial security of the payments and the guarantees for the goods.

Evaluate the effectiveness of the business case.

Propose a tender and a call for tenders.

Skills - skills resulting from the course:

apply the basic formalization of business processes, follow-up of individual steps, main ties to project management

Competences - competences resulting from the course:

N/A

Orientate themselves in space for commercial activities in the project preparation.

Explain the contractual relations which determine the progress of commercial procedures.

Describe the process of pricing; establish financial security and guarantees of payment for goods. Evaluate the effectiveness of a business case.

Suggest a tender process and demand management.

Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan v.	Year	Block	Status	R.year	R.
Project Management	Bachelor	Full-time	Project Management	1	2020	2023	Blok A: Povinné předměty	A	3	LS
Project Management	Bachelor	Full-time	Project Management	1	2021	2023	Blok A: Povinné předměty	A	3	LS
Systems Engineering and Informatics	Bachelor	Full-time	Project Management Systems	1	2015	2023	Blok: Povinné předměty	A	3	LS