



Syllabus of Module

9. Managerial Skills and Practices

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Module Annotation

In this module we will focus on the following chapters:

- Managerial skills in business processes,
- Conceptual skills of a manager,
- Management skills of executive managers,
- Organizational skills in business units,
- Methodical skills in managerial practice,
- Decision-making managerial competencies,
- Technical skills in industrial society,
- Professional skills in managerial practice,
- Business and marketing skills of marketers,
- Sales skills of sales managers,
- Creativity of entrepreneurs,
- Innovative abilities and skills of business innovators,
- Skills of Risk Managers.

Module Objective

The aim of the course is to apply key skills in the process of education in the way of newly acquired knowledge and skills and their application in user practice. Only a well/prepared manager can effectively capitalize on a rich range of acquired experience and practical skills with benefit and synergy effect in business negotiations and workshops.

Literature

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2. HESS, D. W., 2018. *Leadership by Engineers and Scientists: Professional Skills Needs to Success in a Changing World*. New York: WILEY. ISBN 978-1-119-43659-1.
3. MAXWELL, J. C., 2017. *Staňte se lídrem 101: co musí každý lídr umět*. Praha: Euromedia. ISBN 978-80-7549-228-9.
4. McGRATH, J. a B. BATES, 2015. *89 nejdůležitějších manažerských teorií pro praxi*. Praha: Management Press. ISBN 978-80-7861-382-3.
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6. PILAŘOVÁ, I., 2016. *Leadership & management development: role, úlohy a kompetence managerů a lídrů*. Praha: Grada. ISBN 978-80-247-5721-6.
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