



International Programme

List of courses taught in English

Business Administration

Academic Year 2019 – 2020

Summer semester

Business Administration

Course code	Course title	Number of ECTS credits
S_IDW	Introduction Week	6
S_FIP_1	Corporate Finance I.	6
S_PRI_1	Business Management I.	6
S_BSE	Business Ethics	6
S_MAV	Introduction to Marketing Research	6
S_OBC_a	Business Activities	6
S_CTR	Controlling	6
S_ACJ_1	English Language I.	6
S_CED_1	Czech Language for Foreigners	6
S_FIA	Financial Analysis	6

Course descriptions

Business Administration

IDW Introduction Week | Number of credits: 6

International Programme starts with the Introduction Week. This week is organised for all international students. It is meant as a first introduction to the Czech language and Czech culture. The week will give a possibility for socialising with international and local students.

The output is a presentation and short essay on a given topic. Detailed requirements are to be specified at the beginning of the Week.

Corporate Finance I (Code: S_FIP_1) | Number of credits: 6

Course objectives

Students learn to work with input data from controlling and other supporting activities. They understand meaning of data and manage to change them into inputs for decision making. Graduates of the course understand financial expression of internal relations of a company and relations of company to its environment. They understand companies' property, capital and personnel structure.

Topics

1. Role of financial manager in a company. Relations between controlling and corporate finances. Work with data
2. Time value of money, relation of risk and revenues
3. Inventory management
4. Cash management, cash flow management
5. Receivables management
6. Long-term assets and investment decision making – static methods
7. Long-term assets and investment decision making – dynamic methods
8. Financial impact of getting new employees. Financial impact of education and development current employees
9. Cost models
10. Financing using equity

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11. Financing using debt
 12. Strategic financial decision making and optimization of capital structure of a company
 13. Financial and capital markets

Business Management I (Code: S_PRI_1) | Number of credits: 6

Course objectives

The aim of the subject is to acquaint students with the basis of company management. Students get knowledge of the character and charge of managerial functions, position and profile of a manager, styles of managerial work, company and organization structures and principles of their projection. Students will also be familiarized with the principles of human resources management. Students will understand the importance of communication and control company systems, ways of decision-making at particular managerial levels. A successful graduate: - is able to define the character and content of the managerial functions, position and profile of a manager, managerial work styles, business organisation structures and principles of their projection and principles of human resources management - is able to explain the importance of company management and of particular managerial functions, managerial styles of management, company systems and principles of human resources management - is able to define basic forms of motivation and stimulation of employees - applies gained knowledge to a practical example (suggestion of organisation and managerial structures, definition of the managerial style, suggestion of a motivation and stimulation system, determination of the position of a company on the market and its position on the market environment).

Topics

1. Definition of the term management
2. Position, profile and character of a manager, formation of a manager
3. Company - business operations, functionality of company
4. Company environment, interior and exterior environment
5. Planning as a managerial function
6. Entrepreneurial position of a company and company portfolio
7. Elements and relations of an organisation structure
9. Personnel activity in a company
10. Personnel leadership, motivation and stimulation of workers
11. Decision-making and decision-making processes



12. Company control

13. Communication in the management process

Business Ethics (Code: S_BSE) | Number of credits: 6

Course objectives

The aim of the subject is to make students familiar with the development, basic aspects and factors of business ethics. After passing the subject successfully, students are able to make comparison of current approaches in the field of transformation, they are able to analyse factual data about ethical behaviour of enterprises and their managers. Students apply their knowledge in practice, modify ethical behaviour of managers as a stimulus of social prestige, economic stability and prosperity of entrepreneurial entities.

Topics

1. Introduction to subject methodology and basic concepts.
2. History and present of business ethics.
3. Ethics manager behaviour standards and manager behaviour translations.
4. Social, ethics behaviour bases, professional and business ethics relation.
5. Ethics decision making frames.
6. Ethics in the personal and financial area.
7. Ethics in trade negotiations.
8. Social responsibility of managers.
9. Stakeholders x shareholders theory.
10. Ethics codes and ethics training.
11. Ethics behaviour in the different business branches.
12. Ethics challenges to present, professional corporations and ethics associations - ethics principle enforcement.
13. Good ethics - good business (a discussion with colleagues from other departments and professionals).

Business Activities I (Code: S_OBC_a) | Number of credits: 6



Course objectives

The aim of the subject is to provide basic knowledge of business studies, its importance, about activities and development tendencies and to create theoretical basis for the study of the following applied subjects. Students get familiarized with basic theoretical principles from the field of business activities, cooperation tendencies and they will understand the importance of sustainable development in business studies. After passing the subject successfully students will be able to analyze development and globalisation tendencies in business, their influence on consumers and enterprises including deduction of their own opinions.

Topics

1. Importance, development and trade functions
2. Business category
3. Legal forms of business enterprise
4. Entrepreneurial environment and trade business
5. Retail, retail network and its structure, types of retail activities
6. Typology of retail units
7. Wholesale status, importance, operating units, buying wholesale headquarters
8. Retailing, trends in retail, regional shopping centers
9. Cooperation in business entrepreneurship, horizontal and vertical cooperation
10. The role of a consumer in retailing
11. Cooperative trade, characteristics and significance
12. Trade and globalization
13. Sustainable development in trade

Introduction to Marketing Research (Code: S_MAV) | Number of credits: 6

Course objectives

The aim of the subject is to provide students fundamental information of marketing research and also to clarify the procedures, methods and techniques of marketing research, marketing research application possibilities in different areas and, last but not least, part of the process of marketing research. Successful graduates of the course can create, process and present the results of marketing research.

Topics

1. Introduction to marketing research, information system, research process and research questions.
2. Secondary data, database, and marketing information system.
3. Quantitative research, quantification and measurement of qualitative research.
4. Observation, experiment and market testing.
5. Data processing and data analysis, application of mathematical and statistical methods, presentation of results.
6. Questionnaire and its structure, styling and scaling issues.
7. Specific types of marketing research - promotion, pricing, new products, distribution channels research, segmentation research.
8. Work on a team project in the field of marketing research under the supervision of a tutor.
9. Work on a team project in the field of marketing research under the supervision of a tutor.
10. Work on a team project in the field of marketing research under the supervision of a tutor.
11. Work on a team project in the field of marketing research under the supervision of a tutor.
12. Work on a team project in the field of marketing research under the supervision of a tutor.
13. Presentation of team project in the field of marketing research.

Controlling (Code: S_CTR) | Number of credits: 6

Course objectives

The Student, after the completion of the course will be able to define the concept of controlling and to determine its role in the business management, students will be able to prepare the data for managerial decision-making in all fundamental processes that occur in the enterprise. In particular, the processes of marketing and sales, production, financial, personnel and innovation research. From the point of view of factors of production so will be able to define the different ranges of the factors of production, their transformation and the added value that the transformation arises.

Topics

1. The definition of basic concepts – control and controlling, the basic sources of data Process management view of the enterprise
2. Strategic and operational controlling

3. Operational marketing controlling and his tools
4. Business controlling and his tools
5. Production controlling – controlling of quality TQM/EFQM
6. Strategic financial controlling – the value of the company – a view of the shareholder (profit, enterprise value, FCFE, ...)
7. Financial controlling – statements the financial statements, benchmarking
8. Financial controlling – costing (the consumption of factors of production – materials, fixed assets)
9. Financial controlling – costing of modern methods (Activity-Based Costing)
10. Personnel controlling
11. Controlling in the management of innovation and research
12. Deviations and their management – the crisis of the enterprise

English Language I (Code: S_ACJ_1) | Number of credits: 6

Course objectives

The aim of the course is to improve the language competence of students and achieve at least the A2+, B1 level according to CEFR. After successful accomplishing ACJ_1 course, the student will be able to understand phrases and common vocabulary relating to areas of his/her immediate needs (i.e. personal information, information about the family, shopping, local geography, employment). He/she can understand the meaning of short, clear news and announcements. He/she can read short simple texts and look up specific, expected information in text encountered on everyday basis.

Topics

1. Everyday life situations, small talk, familiarising students with CEFR.
2. Getting about the city, transport.
3. Hotel accommodation.
4. Family, society.
5. Housing.
6. Shopping and services.
7. Healthy lifestyle, environment.



8. Holidays.
9. Free-time.
10. Healthcare.
11. Fashion, clothes.
12. Biography.
13. B1 exam structure, speaking exam.

Czech Language for Foreigners (Code: S_CED_1) | Number of credits: 6

Course objectives

The course is prepared for foreign students. The aim of the course is reaching of A1 level of their Czech language according to the descriptor of the Common European Framework of Reference for Languages. After the completion of the course, the students will gain the following language skills:

- the students understand basic phrases which are needed for everyday communication and can use these expressions and phrases
- can introduce themselves and other people and ask simple questions concerning well known: places, people and things and react to similar questions
- they can read simple texts (notices, signs, etc.)
- they can write a simple text in Czech language (holiday postcard, fill in a simple form, etc.)
- they are introduced with culture and everyday life in the Czech Republic
- they are able to perceive the intercultural differences between their native country and the Czech Republic

Topics

1. Who is who? Verbs: to be, to have.
2. How are you?
3. People, things, relations – nouns
4. How much is it? Money.
5. Where I am?
6. The Czech Republic, Budweis.
7. At school, at the school canteen -prepositions, conjunctions.

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8. Time, days, months.
 9. My family.
 10. Signs.
 11. Food and drink.
 12. Travel.
 13. Services, shopping.

Financial Analysis (Code: S_FIA) | Number of credits: 6

Course objectives

Students understand the principle of financial analysis and financial reporting. They are able to perform basic methods of financial analysis. The aim of this course is to provide students with the essential knowledge of financial analysis and planning and basic skills of calculation and evaluation of economic indicators.

Topics

1. Aims and main fields of financial analysis
2. Methods of financial analysis
3. Classification of economic indicators
4. Financial analysis of a company
5. evaluation of production effectiveness
6. Evaluation of production efficiency
7. Evaluation of fiscal assets efficiency
8. Short-term financing and working capital management
9. Evaluation of labour productivity and employment and development of wages
10. Expense to production ratio analysis
11. Scope and structure of production analysis



12. Rating and evaluation of financial health of an enterprise

13. Methods of planning and prognosis in financial analysis