



International Programme

List of English taught courses offered to Erasmus+ programme and international exchange students

Business Administration

Summer 2023



Business Administration

Course code	Course title	Number of ECTS credits
S_OBC_a	Business Activities	6
S_BSE	Business Ethics	6
S_PRI_1	Business Management I	6
S_CTR	Controlling	6
S_FIP_1	Corporate Finance I	6
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S_INO	Innovation Management	6
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S_STM_a	Strategic Management	6



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 familiar 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 analyse development and globalisation tendencies in business, their influence on consumers and enterprises including deduction of their own opinions.

Topics

1. Basic terms, importance of trade; 2. Product vs service business
3. Retailing, trends in retailing; 4. Business research
5. Customer analysis; 6. Business plan
7. Business environment; 8. Retail store layout
9. Marketing communication strategy; 10. Overcoming a business crisis
11. Case studies of successful businesses; 12. Presentations of business plans
13. Presentations of business plans.



Business Ethics (Code: S BSE) | Number of credits: 6

Course objectives

The aim of the subject is to make students familiar with assessment of ethical dilemmas in business and society. Students will be provided a wide variety of methodological and disciplinary perspectives concerning the ethical issues arising from business (resources, production management, marketing, consumption, sustainability etc.). After successful completion, students will be able to identify and summarize important ideas of moral philosophers throughout the history.

- to identify and to describe current ethical dilemmas in business
- to provide evidence supporting a moral response
- to construct argument based on revealed personal moral principles and academic research
- to discuss moral dilemma and introduce more moral responses
- to update ethical codex in organizations

Topics

1. Demands for obtaining the credit, basic principles of student's independent work, Introduction to the discipline
2. Ethical Theory and Business Practice
3. Ethical culture, norms and values of the company
4. Western philosophical theories about ethics (Aristotle, virtues, Theory of Justice)
5. Government and Market mechanism (Invisible hand, Money, Crises)
6. Labor market (hiring, compensation, discrimination)
7. Corporations and Society (customer complaints, advertising ethics, ENRON, Kickbacks, Bribes, Rent-seeking)
8. Corporations and the Environment, 9. International, religious and other factors
- 10., 11., 12. Presentation of essays, discussion and critical evaluation



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 organisation 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
3. Formation of a manager
4. Company - business operations, functionality of company
5. Company environment, interior and exterior environment
6. Planning as a managerial function
7. Entrepreneurial position of a company and company portfolio
8. 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. Communication in the management process, 13. Company control.



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

Course objectives

After successful completion of the course, students will be able to define the concept of controlling and to determine its role in the management of a company. They will be able to prepare data for management decisions with regards to all the basic processes that occur in an enterprise.

This primarily involves the processes of marketing and sales, manufacturing, finance, personnel and innovative research. In terms of factors of production, they will be able to define a range of factors of production, their transformation and the added value which arises from the transportation.

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



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



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 am I? 6. The Czech Republic, Budweis.
7. At school, at the school canteen -prepositions, conjunctions.
8. Time, days, months. 9. My family.
10. Signs. 11. Food and drink.
12. Travel. 13. Services, shopping.



English Language IV (Code: S ENG 4) | Number of credits: 6

Course Objectives

The course objective is to deepen student's language knowledge to the level B2- of the Common European Framework of Reference for Languages. After the successful completion of the course, students are able to:

— understand extended speech and follow even complex arguments, understand articles dealing with contemporary problems, present a detailed descriptions on a wide range of subjects and interact with a degree of fluency and spontaneity, write clear, detailed texts on a wide range of subjects.

Topics

1. Work-life balance
- 2. Gender difference
3. The world of work
4. Meetings
5. Formal letters
- 6. Shopping and making a complaint
7. Films
8. Famous people
9. News
10. Superstitions
11. Murder mysteries, 12. Television, 13. How to write an article



English in Practice (Code: S EIP) | Number of credits: 6

Course Objectives

The objective of the course is to deepen students' knowledge, enrich vocabulary and practise using English in real-life situations concerning work and study in a foreign country, the ability to give a presentation in English, improve listening, reading, speaking and writing skills. After successful completion of the course, the students are able to understand lectures, debates and participate in discussions on general topics/topics of their interest. Students understand TV and radio news, programmes and newspaper/online articles on topical issues and are able to present their views and discuss. Upon successful completion of the course, students are able to prepare and give presentation on a selected topic, communicate effectively and appropriately in real life situation, to use English effectively for study purpose across the curriculum, to develop and integrate the use of the four language skills (Reading, Listening, Speaking and Writing) and to be able to use them in any situation concerning travelling, work and study in a foreign country.

Topics

1. Providing and obtaining personal information in social situations (work, study, travelling, participation in social events); small talk. Present simple vs present continuous
2. Housing. Living in a country or in a town. Big towns in the Czech Republic. Prepositions – time, place, movement.
3. Travelling; means of transport, problems you may encounter while travelling, accommodation. Infrastructure in the Czech Republic in comparison with the student's native country. Verbs and adjectives with prepositions.
4. System of Education (in the Czech Republic vs the student's native country – primary, secondary, tertiary education. Grading. Comparisons.
5. Social life, culture, literature (student's life, cultural events). Idioms.
6. Nature and environment. Environmental protection. Modals – obligation, probability. Modals in the past.
7. Health and illnesses. Human body and illnesses, health system and insurance in the Czech Republic. At the doctor's.
8. Holidays and celebrations (the CR vs student's native country). Shopping. Past simple, past continuous. 9. Food. Traditional meals. Eating habits, trends, healthy food. Restaurants. First conditional.
10. Jobs and occupation. Labour market in the Czech Republic. Work conditions. Second conditional.



Innovation Management (Code: S INO) | Number of credits: 6

Course objectives

The student will learn to use managerial tools in the preparation and implementation of various types of innovations, which are the main source for increasing the efficiency and competitiveness of the company. The graduate of the subject will understand the issue of innovative corporate strategies and the importance of intellectual property protection, the issue of implementation and commercialization of the findings of scientific research and innovation activities. Upon graduation of the course, students will be able to understand the role of scientific research, development activities in a company, and to understand the role of knowledge capital of an enterprise. The students will develop criteria for evaluating innovation projects, and will manage scientific research and development activities in an operational managerial manner. They will understand the nature of strategic innovation decision making, and the basic tools for securing and protecting intellectual property.

Topics

1. Innovation and the innovation management process.
2. Criteria for evaluating innovation strategies.
3. Strategic and operational innovation management.
4. Evaluating the feasibility of an innovation strategy.
5. Economic effects of innovation.
6. The firm's investment programme and the financing of innovation.
7. Innovation in services.
8. Science, research and development.
9. Technology transfer.
10. The human factor in the innovation process.
11. Risk and uncertainty in decision-making about innovation plans and legal protection of innovation.
12. Innovation projects in the European and international context. 13. Evaluation of innovation projects.



Personnel Management (Code: S_PEM) | Number of credits: 6

Course objectives

The aim of the course is to acquaint students with the theory and practice of personnel management in organizations, ie with the goals and tasks of human resource management, its main tools and directions of its development. The main content topics of the course include the role of human resource management in the overall management of the organization, managerial skills needed for human resource management, the main roles of human resources and line managers associated with hiring and adapting employees, managing and evaluating their performance, motivation and creation remuneration of employees and their training and development. Other topics include personnel planning in the organization, the relationship and cooperation of line and personnel management, and the creation and change of personnel organization (systematization) of the company.

Successful graduates of the course:

1. understand the importance and main tasks of human resources management in the organization and the labor law framework of human resources management,
2. are familiar with basic managerial competencies for human resources management, control personnel costs, and understand indicators of personnel controlling,
3. understand the principles of creating a personnel organization and its changes as well as the principles of personnel planning of the organization, define the content of the job, manage the process of hiring and adaptation of employees,
4. understand the principles of management and evaluation of employees' work performance, understand the principles of motivation and remuneration of employees, co-create the remuneration system, its fixed and performance components, including employee benefits,
5. understand the requirements of training and further education and development of employees, make plans; organize and evaluate corporate education.



Topics

1. Personnel work and its role in the organization.
2. Personnel planning, types of personnel plans.
3. Job creation and analysis.
4. Recruitment and selection of employees and its methods. Adaptation of employees and its methods
5. Management and evaluation of work performance. Work motivation and its types
6. Labor relations. Competences in the field of people and human resources management.
7. Remuneration of employees. Employees' benefits.
8. Education and development of employees, its methods, organization and evaluation.
9. Communication in the organization and in the workplace.
10. Organizational culture, its creation, tools of creation and change.
11. Ethical management of the organization and human resources.
12. Personnel cost control and personnel controlling.
13. Creation, main types and characteristics of personnel organization.



Strategic Management (Code: S_STM_a) | Number of credits: 6

Course objectives

The aim of the course is to acquaint students with the basics of strategic management, with components of strategic management of companies, with the process of formulating, choosing and implementing the strategy and with selected methods for assessing the internal and external environment of the company. The graduate of the course has basic knowledge of strategic management of the business sphere, influenced by scientific and technical and socio-economic progress and turbulent development of the environment in the 21st century. He/ she is able independently to perform the company's characteristics, including the evaluation of the effectiveness of the economic activity which results in using internal and external strategic methods.

Topics

1. Enterprise as a system, internal and external business environment, a change in the nature of the work of the managers, manager as a strategist
2. The development of strategic management, stages of development and basic concepts: strategy, strategic management, strategic thinking and decision making
3. The process of strategic management, strategy hierarchy (corporate strategy, business strategy, functional strategies)
4. Models of strategic management, strategic situational analysis - external analysis, internal analysis
5. Classification strategies
6. Paradigm, the paradigm of strategic management
7. Formulation, strategy selection and implementation
8. Projections of modern organizational structures
9. Competitive advantage, value chain analysis, strategic planning and control
10. Selected management methods: Balanced Scorecard, EFQM
11. Innovation, innovation processes, methods Six sigma
12. Managerial philosophy of Kaizen
13. Selected managerial methods and tools.