



International Programme

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

Business Administration

Winter 2025

Business Administration

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Business Science – for Master study programme (Code: AN_NOP) | Number of credits: 3

Course objectives

The objective of the course is to teach students to characterize businesses of specific economics in terms of their activity, level of processing, production quantity, size, and to be able to specify such types of business by their structure, specificities, and share in GDP. Special attention is paid to the specificities of businesses operating in selected areas and current issues of the business sector. After successful completion of the course, students are able to:

- define basic characteristics of individual businesses within specific economies,
- describe problems of individual types of specific economies,
- explain possible effects in relation to the share of total GDP of specific economies types,
- describe and quantify the main objectives of specific economies (peculiarities of agricultural production),
- decompose the impacts of measures taken in individual areas of specific economies,
- understand the corrective measures taken in the areas of specific economies.

Topics

1. Specific economics
2. Industrial production – mining and quarrying, manufacturing, generation and distribution of electricity, gas, and water.
3. Agriculture – specifics of agricultural production
4. Forest products companies – forest regeneration and protection, logging, important activities
5. Civil engineering – specifics in comparison with industrial production
6. Infrastructure companies – transport, housing, schools, research organizations, energy system, water management



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7. Banking companies – risk, banking supervision, deposit insurance, capital adequacy, compulsory reserves
 8. Banking companies – banking law, basic functions and peculiarities of bank accounting, banking products
 9. Trade companies and tourism businesses
 10. Economics and business in health care
 11. Economics of non-profit organizations – basic forms of non-governmental non-profit organizations
 12. Economics of non-profit organizations – financing of non-governmental organizations in the CR
 13. Current issues of business sector



Business Management (Code: AB_PRI) | Number of credits: 5

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 organization 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: AB_CTR) | Number of credits: 5

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: AB_FIP) | Number of credits: 5

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



Corporate Strategy (Code: AB STR) | Number of credits: 5

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.



Crisis Management for Master's Degree (Code: AN_KRM) Number of credits: 5

Course Objectives

The course deals with the definition of enterprise risks and their elimination. It also evaluates the emergence of enterprise crises with respect to its life cycle and subsequently with respect to the development of the national economy. After successfully completing the course, the student:

- knows the essence of crisis management,
- can define a crisis situation in the company,
- can analyze internal and external crisis factors,
- understands the function of crisis management in the company,
- analyzes crisis risks in the company,
- knows the principles of crisis planning,
- can prepare a business crisis plan,
- knows the functions of a crisis manager,
- understands the strategy of the crisis manager,
- knows the ethical principles of action and behavior in crisis situations,
- learn the general principles of crisis communication,
- knows the principles of risk signaling, prediction and monitoring,
- knows the basic legislation in the field of crisis management in the Czech Republic,
- can process a crisis scenario for the company,
- can prepare a business crisis plan,
- can prepare a set of measures to eliminate risks in the company.

Topics- Lectures

1. Historical connections and the present of crisis management (risk management).
2. Crisis situation and its development within the life cycle of the company.

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3. Business as an open system, internal and external causes of business crises, extraordinary events, catastrophic conditions, their probability and frequency.
 4. Crisis management in the company, its role and activities of crisis management, crisis management.
 5. Analysis of business risks, probability of their occurrence, significance in terms of impact of risks on business results, human factor failure, system risk, risk of external events.
 6. Crisis planning in the company, the importance and role of crisis planning in the company, strategic and crisis planning, stages of crisis planning, crisis scenario.
 7. Crisis plan, its structure, goals and content, processing procedure, implementation, partial crisis plans.
 8. Crisis manager, innate and acquired characteristics, preparation for solving a crisis situation, roles and tasks of a crisis manager in a crisis team.
 9. Strategy of crisis management in the company (SKM), specific activities, specific measures (removing the focus of the crisis, averting the crisis, managing the crisis), SKM as part of the overall strategy, Pareto diagram and the ABC method.
 10. Corporate culture, ethical principles of action and behavior of a crisis manager in crisis situations, socially responsible behavior.
 11. Communication and forms of decision-making in crisis situations, internal and external crisis communication, crisis communication planning, crisis manual.
 12. Preventive and control activities in the field of crisis management.
 13. Crisis management and public administration of the Czech Republic, legislation, crisis management bodies, other bodies with territorial jurisdiction, executive elements in crisis management, crisis management in the field of education.

Seminars

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1. Indication of examples of corporate crisis situations using websites or other means of communication.
 2. The emergence of a crisis situation in the context of the company's life cycle.
 3. Analysis of the company in terms of internal and external causes of the crisis.
 4. Establishment of a crisis staff for a selected organization, enterprise.
 5. Elaboration of a risk analysis in the VŠTE facility according to a model methodological procedure.
 6. Processing of the crisis scenario according to model processing.
 7. Elaboration of a crisis plan according to model processing.
 8. Preparation of the manager for solving a crisis situation.
 9. The use of the Pareto diagram in the work of crisis management.



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10. Application of the ethical principles of the crisis manager's actions to his professional and moral profile.
 11. Processing of selected documents in the field of crisis communication according to sample processing.
 12. Elaboration of a set of measures in the area of the acute stage of the crisis in the company.
 13. Presentation of the procedure for establishing a crisis staff at the level of the region or municipality.



Czech Language for Foreigners (Code: AB_CZE | Number of credits: 5)

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.



German Language I (Code: AB_GLE) | Number of credits: 5

Course objectives

The aim of the course is to provide the students with the basic competencies necessary for normal communication in the language studied. The course aims to gradually achieve the specified output level A1 according to the Common European Framework of Reference in the range of specified thematic areas (lessons 1 - 4). After completing the course, the student has knowledge at the A1 level and masters the basic grammatical structures and vocabulary necessary for communication in a foreign language. At the end of the course, the student masters the principles of pronunciation of the German language and has knowledge of German language at the A1 level according to SERR for languages: masters the basic vocabulary necessary for understanding in basic communication, knows the basic grammatical structures necessary to compose a simple sentence, masters basic phrases and phrases - greetings, introductions, basic information.

Topics

1. Principles of German pronunciation
2. Introduction
3. Everyday life
4. Asking for information. Questions
5. In a town
6. At a party
7. Transport, means of transport
8. Prepositions I, Prepositions II
9. Imperative
10. In a hotel
11. Travelling
12. Family, social life



HR Marketing (Code: AB_HRM_a) | Number of credits: 5

Course objectives

The aim of the course is to introduce students to the principles of HR marketing. The main topics of the course include distinguishing the basic forms and tools of HR marketing, analyzing the labor market with regard to the future development of the company and the process of building the employer's brand and value. The subject is devoted to the application of marketing principles in human resource management from the moment employees start to their eventual dismissal, all in accordance with the context of sustainability. After successfully completing the course, the student: - understands basic marketing principles, - applies marketing mix tools in HR, - proposes marketing research projects in HR, - analyzes the labor market with regard to the future development of the company, - understands the process of building an employer's brand and values.

Topics

1. Introduction to HR marketing in the context of sustainability. 2. Tools and methods of HR marketing. 3. HR marketing and communication mix. 4. Internal HR marketing. 5. External HR marketing. 6. Analysis of the internal labor market and the STP process in HRM. 7. Analysis of the labor market and competitive environment. 8. Sustainable innovation in recruitment and talent management. 9. Creation of a green employer brand. 10. Employer value and employee loyalty. 11. Candidate experience and link to sustainability. 12. Measuring the sustainability and effectiveness of HR marketing strategies. 13. CSR and its connection with HR marketing. Seminars 1. HR marketing in accordance with the Green Deal. 2. Practical application of HR marketing tools and methods. 3. HR marketing mix. 4. Internal campaigns focused on the Green Deal area. 5. External campaigns focused on the Green Deal area. 6. Preparation of HR marketing strategy. 7. Digital recruitment and talent management. 8. Creating a green employer brand. 9. Analysis of the current EVP in the context of sustainability. 10. Greening Candidate experience. 11. Content preparation for green HR marketing campaigns. 12. Practical analysis of ecological indicators in HR marketing. 13. Proposal of an ecological CSR campaign.

Change Management (Code: AB_RIZ) | Number of credits: 3

Course objectives

To deepen students' expertise in the management and control of business processes as a basis for managing their process changes. Students will learn the basic principles and procedures in the form of processing change projects including principles for their implementation. Creating awareness of the urgency of introducing new concepts of systemic management of enterprises will create in students the prerequisites for understanding the current changes in the internal and external business environment, the intensity of which is constantly increasing. By completing the course, students will deepen their interdisciplinary knowledge, on the basis of which they will be able to predict changes with a higher degree of reliability, assess risks holistically and choose appropriate solutions.

Upon successful completion of the course, the student will:

1. understands the theory of change management,
2. can analyze the need for changes in business processes,
3. understands the process of change in the corporate environment,
4. understands process change management in the enterprise,
5. understand the principles of change models,
6. knows the principles of changing corporate strategy,
7. knows the principles of behaviour and conduct of the manager in the process of change.

Topics

1. Introduction to change management, definition of basic concepts and principles, historical excursion in the field of change management.
2. Concepts of change management, historical and contemporary approaches to change management, change models.
3. Management of planned and unplanned changes, classification of changes according to environment and scope.
4. Crisis and conflict as a source of change, predicting change (factors), understanding and exploiting crises and other development pressures to gain competitive advantage.



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5. Process of change in the enterprise, process nature of change, modeling of managed change.
 6. Integration and implementation of the planned change, key achievements for implementing the change.
 7. The role of the manager in the process of change in the company, the principles of action and behaviour of the manager in the process of change.
 8. The impact of corporate culture on change management.
 9. Change management tools, methods and techniques used in change management.
 - 10. Communication strategies in conflict resolution, effective communication.
 11. Issues of adaptation to change, resistance to change.
 12. Critical change management.
 13. Strategic change and knowledge management.
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Marketing Management (Code: AN MAN) | Number of credits: 3

Course objectives

The course is focused on advanced methods of marketing management (methods of segmentation, marketing research, branding) and new approaches in online marketing and services marketing. After successful completion of the course, the students:

- understand the term “marketing management”,
- have a command of marketing situational analysis,
- are able to use marketing research in specific cases,
- have a command of market segmentation,
- are able to analyse a product as a basic tool of marketing mix,
- are able to analyse business portfolio,
- are able to use suitable managerial tools for business management,
- understands online marketing strategies,
- is able to use findings from the marketing of services.

Topics

1. Introduction to marketing management.
2. Strategic marketing management and marketing plan.
3. Use of marketing management in creating business models.
4. Specific kinds of marketing research.
5. Consumer, organizations and final consumer buying behaviour
6. Product and product portfolio management.
7. Brand management.



- 8. Positioning and brand value.
- 9. Online marketing strategies.
- 10. STP.
- 11. Relationship marketing.
- 12. Services marketing.
- 13. Social responsibility and ethics in marketing – new trends in business.



Microeconomics – for Master study programme (Code: AN_MIE | Number of credits: 5)

Course Objectives

The course focuses on intermediate analysis of individual economic subjects' decision making in the finished products markets and input markets. After successful completion of the course, students are able to:

- explain the principles of microeconomic theory,
- apply microeconomic analysis tools in decision-making problems in business management,
- understand the consumer's behaviour,
- understand the shaping of demand in the products and services market,
- measure consumers' benefits,
- understand the company's behaviour in the product and services market,
- understand the shaping of supply in the product and services market,
- interpret production function,
- analyze costs and revenues of the company,
- decide on the company's output in the product and services market,
- understand the factor market,
- analyze the labour market,
- analyze the capital market,
- understand market balance and efficiency,
- understand the role of the state,
- analyze market balance and efficiency.



Topics- Lectures

1. Tools used in microeconomics. Consumer behaviour and formation of demand.
2. Consumer benefit, preference and optimum.
3. Demand.
4. Consumer decision making in risk conditions. Company behaviour and shaping of supply.
5. Selection of technology.
6. Company costs and revenues.
7. Selection of output by a perfect competitor, decision making of a company in the position of a monopoly on output and price.
8. Company decision making on output and price in monopolistic competition, optimal output of a company in conditions of oligopoly. Factor markets.
9. Specifics of shaping company demand for work and capital.
10. Supply in perfectly and imperfectly competitive labour market.
11. Labour supply.
12. Capital market.
13. Balance, efficiency, and role of the state.

Seminars

1. Basic methods and tools of microeconomic analysis
2. Measuring benefits, indifference curves, budget line, consumer optimum, consumer surplus.
3. Demand, change in price of goods and pension impact on demand, elasticity.
4. Function of benefit, optimal decision in risk conditions.
5. Production function, isoquant, limit of substitution, growing output curve.
6. Company costs and revenues (total, average, marginal quantities).
7. Selection of output by perfect competitor, decision making of company in the position of monopoly on output and price.
8. Company decision making on output and price in monopolistic competition, optimal output of a company in the conditions of oligopoly.
9. Specifics of shaping company demand for labour and capital.
10. Demand in perfectly and imperfectly competitive labour market.



- 11. Labour supply.
- 12. Capital market, consumer decision making, investment decisions.
- 13. Balance, efficiency, and role of the state: general balance, market failure, microeconomic policy of the state.



Microeconomics - for Bachelor studies (Code: AB_MIE) | Number of credits: 5

Course objectives

The aim of the course is to acquaint students with the basic economic categories in the field of microeconomics, which is the basis for the study of other related economic disciplines. Upon successful completion of the course, the student:

1. can describe the basics of the history of economic thought,
2. can explain the behavior of consumers and companies in all markets,
3. can define basic microeconomic categories,
4. is able to derive supply, demand, prices, etc.,
5. is able to appropriately connect the acquired theoretical knowledge with real practice and actively use it in other economic disciplines.

Topics- Lectures

1. Basic economic concepts, market formation, division of labor. Basic elements of the market, supply, demand, market equilibrium, competition.
2. Consumer behavior and the formation of demand in the market of products and services.
3. Behavior of the company and creation of the offer. Elasticity of supply and demand.
4. Production function and isoquant method.
5. The company in conditions of perfect competition.
6. Imperfect competition and behavior of NDK.
7. Profit and alternative goals of the company.
8. Factors of production market. Formation of the market price of production factors.
9. Land market, labor market.
10. Capital market.
11. Distribution of income and wealth.
12. General equilibrium.
13. Microeconomic policy of the state, market failure.



Seminars

1. Basic economic concepts, market formation, division of labor. Basic elements of the market, supply, demand, market equilibrium, competition.
2. Consumer behavior and the formation of demand in the market of products and services.
3. Behavior of the company and creation of the offer.
4. Elasticity of supply and demand.
- 5. Production function and isoquant method.
6. The company in conditions of perfect competition.
7. Imperfect competition and behavior of NDK.
8. Profit and alternative goals of the company.
9. Factors of production market. Formation of the market price of production factors. Land market.
10. Capital market, labor market.
- 11. Distribution of income and wealth.
12. General equilibrium.
- 13. Microeconomic policy of the state, market failure.



Public Relations (Code: AN PUR) | Number of credits: 5

Course objectives

The course focuses on public relations as one of the basic communication disciplines, its understanding and the ability of practical application. The course deals with the key components of public relations, including a focus on corporate identity as the main tool of company visual presentation. After successful completion of the course a student:

- understands the basic principles of public relations and external and internal communication linked to public relations,
- applies public relations tools to practical situations,
- applies effectively public relations tools in company practice,
- builds his/her own communication competences,
- applies presentation and communication skills thanks to which he/she is able to create and build long-term mutual relations with the company key stakeholders and media
- understands the importance of corporate identity, culture and communication,
- proposes a basic suitable corporate identity,
- applies PR tools in company practice,
- prepares and coordinates a marketing campaign from the point of view of copywriting and is able to identify the key factors for building positive PR

Topics- Lectures

- 1. PR as a part of marketing mix
- 2. PR and its role in marketing communication
- 3. History of PR
- 4. Tools and techniques of corporate PR
- 5. Importance of PR for business
- 6. Examples of PR tactics
- 7. Planning PR campaigns
- 8. Evaluating PR results
- 9. Different types of PR



10. Media relations

11. Communication with mass media

12. Ethics in PR

13. PR myths debunked

Seminars

1. PR as a part of marketing mix

2. PR and its role in marketing communication

3. History of PR

4. Tools and techniques of corporate PR

5. Importance of PR for business

6. Examples of PR tactics

7. Planning PR campaigns

8. Evaluating PR results

9. Different types of PR

10. Media relations

11. Communication with mass media

12. Ethics in PR

13. PR myths debunked



Project Preparation and Management (Code: AN PRP) | Number of credits: 4

Course objectives

The goal of the course is for students to acquire theoretical knowledge and broad and comprehensive expertise in project preparation and management. As part of the exercise, students will process and present case studies in the selected software. The student will gain theoretical knowledge and broad and comprehensive expertise in project preparation and management. Students can present case studies in softwares.

Topics

1. Introduction - (history and importance of project management, basic concepts and principles of project management) 2. Phases of the project life cycle - pre-project activities 3. Phases of the project life cycle - investment and implementation phases of the project 4. Project life cycle phase - operational phase of the project, project completion 5. Means and tools of project management 6. Methods to support project management 7. Project controlling 8. Project financing 9. Costs and prices in projects 10. Financial and economic analysis of the project, project finance management 11. Project risks and their management, project changes 12. Obligations and contract management 13. Human resources management



Physics (Code: AB_FYZ_1) | Number of credits: 7

Course objectives

The aim of this subject is to repeat the basic knowledge from grammar school mechanics, thermodynamics, acoustics and optics; • - define and characterize the basic physical principles and laws; • - solve simple problems and discuss their results

Learning outcomes

The student can explain and apply the fundamentals of physics from the following fields: mechanics, thermodynamics, optics and hydromechanics. The student can use common sense to estimate the nature of physical processes.

Topics- Lectures

1. System of physical quantities and units; Time and Distance

• 2. Kinematics of Mass Point • 3. Dynamics of Mass Point • 4. Work, Power, Energy • 5. Mechanics of the System of Particles and Rigid Body • 6. Gravitational and Gravity Field • 7. Mechanical Oscillations • 8. Mechanical Waves • 9. Acoustics • 10. Hydromechanics • 11. Kinetic Theory of Matter • 12. Thermodynamics • 13. Optics

Process Management (Code: AB_PCM) | Number of credits: 3

Course objectives

The aim of the subject is to acquaint students with the projection, implementation, control and monitoring activities in the field of process management. The principles and methods of a professionally managed organization will be presented here as well as methods of corporate process analysis and the principle of their improvement and deepening. Selected models of corporate processes including process maps will also be presented. Upon successful completion of the subject:

- the student knows the principles and methods of a professionally managed organization,
- the student understands the methods and tools of process management of the organization,
- the student is able to analyze corporate processes and suggest their improvement,
- the student knows selected models from the process management of the organization,
- the student understands the procedures of the process implementation in business practice.

Topics- Lectures

1. Emergence and essence of process management
2. Corporate processes and their basic characteristics
3. Corporate strategy and process management
4. Principles and methods of professionally managed organization
5. Methods and tools for corporate process management
6. Generation of corporate value and process management
7. Principles of measuring the performance of corporate processes
8. Analysis of corporate processes and their improvement
9. Corporate process modeling and process maps
10. Implementation of process management in the organization
11. Human resources in process management and management according to competencies
12. Process management in management systems
13. Process management in business practice (lecture by an expert from practice)



South Bohemian Region (Code: AN_SBR) | Number of credits: 5

Course objectives

The objective of the course is to get knowledge of the South Bohemian region - its assets, cultural history, tourism, current problems and opportunities. Emphasis is placed on understanding the region's destinations and products of tourism as well as its role within European Bioeconomy.

Topics

1. Cultural history of the South Bohemian region and its impact on present.
2. Natural assets, geography of South Bohemia region and its impact.
3. Economic development of the South Bohemian region.
4. Infrastructure of the South Bohemian region and its functioning.
5. Tourism in the South Bohemian region.
6. Destinations and products of tourism of the South Bohemian region.
7. Cultural and natural heritage of the South Bohemian region.
8. Current problems influencing South Bohemian region.
9. The role of South Bohemian region within European Bioeconomy.
10. SMART South Bohemian region?
11. Comparison of South Bohemian region to other EU regions.
12. Student presentations on selected topics. 13. Student presentations on selected topics