



International Programme

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

Business Administration

Summer 2026

Business Administration

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AB_OBC	Business Activity	5
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Business Activity (Code: AB_OBC) | Number of credits: 5

Course objectives

The aim of the course is to provide fundamental knowledge of commercial business, its significance, activities, and developmental trends, with a focus on sustainable development and responsible business practices. Students will become familiar with the principles of green commerce, circular economy, and their application in business processes, thereby gaining a theoretical foundation for studying applied follow-up courses. After successful completion of the course, the student:

1. understands the basic concepts in the field of business activities.
2. understands the significance of wholesale and retail, both in general and in relation to the environment and social responsibility.
3. is familiar with the issues of product assortment and classification, as well as the sale and promotion of sustainable products.
4. explains the principles of international trade (including foreign trade policy).
5. explains the essence of electronic commerce.
6. is familiar with the area of sustainable development in business, such as fair trade and CSR.
7. understands the importance of consumer protection.

Topics

1. Trade and its concept, internal trade, basic concepts, breakdown of trade and its functions, historical development of trade also in the Czech Republic until 1990.
2. Business environment and business, Business category, business and business entities in business
3. Assortment of goods and services. Business assortment. Merchants' Own Brands (Private Labels)
4. Wholesale - types of wholesale activities, principles of wholesale technology

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5. Retail - retail network and its breakdown, types of retail activities, principles of retail technology, forms of sale, retail marketing
 6. Typology of retail units, main types of stationary business units. Integration and cooperation in retail
 7. Legislation – selected issues from the field of trade (e.g. Act on Consumer Protection (business practices, obligations of the seller, Out-of-court resolution of consumer disputes), Act on trade, Food Law in the Czech Republic and the EU, Act on significant market power in the sale of agricultural and food products and its misuse, GDPR)
 8. Logistics in international and domestic trade. Product identification
 9. International trade - theoretical foundations, significance and development of external economic relations, international monetary system, economic integration and trade, basic operations and techniques of trading in foreign markets, purchase contract in international trade
 10. Foreign trade policy, world trade, external trade relations of the Czech Republic. Single internal market. Structure of WTO agreements and bodies for their implementation. Barriers to market access
 11. E-commerce 12. Development of Fair Trade and its current concept.
 13. Social responsibility and ethics in business and sustainable development in business

Seminars

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1. Familiarization with the organization of seminars, information on interim and final evaluation
 2. Commercial assortment 3. Merchants' own brands (Private Labels). Marks of quality.
 4. Location of the business unit. Shopping atmosphere of the business unit.
 5. Marketing communication of the business unit with an emphasis on sales support and advertising
 6. Consumer protection 7. Codes of ethics in business 8. Price calculation and consumer price index
 9. International organizations in trade. Purchase contract in international trade, including INCOTERMS clauses
 10. Preparation for the presentation of essays 11. Presentation of essays 12. Presentation of essays
 13. Presentation of essays.



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.



Business Project Management (Code: AN_RPP) | Number of credits: 4

Course objectives

The subject deals with the explanation and application of project management methods within the initiation, implementation and termination phases of the project. Students will gain an overview of the functioning of the project office, the activities of project roles and their influence on the project. They can use basic techniques in the analysis of time, costs, resources and risks of a project. They will also gain an overview of international standards and certifications of project managers. After successfully completing the course, the student:

1. understands the basic terms in relation to the life cycle of each project
2. compiles the logical framework of the project 3. understands project management methodology,
4. understands the broad context of business process management
5. understands the systemic relationship between knowledge areas and project management process groups, regardless of the project management methodology used,
6. knows the portfolio of corporate projects 7. applies a process approach to business projects
8. applies principles of good practice in project management, 9. controls communication within the management and leadership of the project team
10. evaluates projects according to economic and qualitative parameters.

Seminars

1. Introduction to project management, definition of terms, classification of projects, model and phases of the business project life cycle.
2. Project plan; Business Case. Project Manager Assumptions Test.
3. Project triangle, Organizational structure of the project management team, their roles and responsibilities. Project-oriented organization. Role in the project team.
4. Interested persons in the management of corporate projects. Process approach to project management.
5. A case study of the influence of interested parties on the final form of corporate project management.
6. Preparation of a business project, scope of the project. Project management documentation.

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7. Logical framework of the enterprise project.
 8. Graph theory – Euler move; Graph skeleton; Maximum flow; The shortest way.
 9. Time analysis of the project. Gantt chart.
 10. Critical path method (CPM), identification and calculation of project time reserves.
 11. The PERT method and other methods of project time analysis.
 12. Project quality management. Methods and analyzes for project cost planning.
 13. Analysis of project resources.
 14. Management of changes and risks in business projects.
 15. Registration of business risks in registers and their assessment.
 16. Risk appetite, risk matrix, selection of appropriate measures.
 17. Communication plan and communication management in projects.
 18. Responsibility management in projects, creation of the RACI responsibility matrix.
 19. Monitoring the development of the project in the implementation phase, analysis of added value, s-curve of project costs, monitoring the development of the CPI and SPI indices.
 20. Methods and approaches to planning financial flows during the management of business projects.
 21. Content and requirements for project closure, metrics, evaluation, documentation, behavior and project stakeholder requirements.
 22. Coordination and management of project portfolios and programs.
 23. Project management standards.
 24. Indicators of economic evaluation in the management of business projects and management of achieved value. National and European projects, EU project life cycle.
 25. Practical examples when evaluating projects (qualitative and formal requirements).
 26. Presentation of results of semester projects.



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.

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 behavior 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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Economic and Social Statistics (Code: AN_HSS) | Number of credits: 2**Course objectives**

The aim of the course is to explain to students the method of statistical information, practical studies in the economic field (especially information sources) and their interdependence. Furthermore, the student will learn the interpreter's obtained data, compare them in time and space and explore the possibilities of interpreting data combinations. Upon successful completion of the course, the student:

1. finds the required statistical from both public and non-public sources information
2. understands statistical indicators
3. assesses the informative value of statistical information and indicators
4. interprets statistical indicators in relation to economic phenomena
5. select appropriate statistical indicators for economic analyzes
6. applies appropriate statistical methods in its own analytical work.

Seminars

1. Basic statistic terms, statistical population, statistical character, statistical indicator
2. Indexes – basic, chains, growth rate
3. Individual indexes – simple, complex
4. Composite indexes and differences
5. Time series of indicators and their components. Trend function
6. Labour and wages
7. Labour productivity
8. Consumption dependence on income
9. Price surveys, price index, measurement of inflation
10. Measurement of GDP development over time, national accounting system



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11. Construction of economic aggregates, volume and price index, international comparison
 12. Determining the number and structure of population, population movement indicators, supplementary indicators
 13. Measurement of social development, statistics of housing, education, health, statistical data on sex.

Financial and capital markets (Code: AB_FKT | Number of credits: 5)

Course Objectives

The aim of the course is to explain the importance of financial and capital markets for the company. The course focuses on raising capital, individual instruments of financial and capital markets. The student will also gain an overview of the organization of financial and capital markets. Upon successful completion of the course, the student understands the functioning and organization of financial markets and monetary policy at the macroeconomic and microeconomic level; explain the function and nature of money; describe the mechanism of monetary, exchange rate and fiscal policy; value financial instruments and financial derivatives. Understand the functioning of capital markets; understand the function of capital markets in a market economy; calculates the return, risk and liquidity of various investment instruments; applies the basic methods, tools and principles of technical and psychological analysis in capital markets; describe and compare selected world stock markets.

Upon successful completion of the course, the student:

1. understands the basics of the functioning of capital markets
2. understands the basics of the functioning of financial markets
3. understands the importance of financial derivatives,
4. analyzes the capital structure of the company in order to identify business needs,
5. manages the company's cash flow
6. values equity and debt securities
7. values financial derivatives
8. analyzes the development of the price of securities.

Lectures

1. The role of financial markets and financial institutions in the economy. The essence, functions, structure and importance of financial markets.
2. Definition, creation and extinction of money.
3. Banking system - central bank, commercial banks and payment systems.
4. Monetary policy.
5. Transmission mechanism of monetary policy.
6. Exchange rate policy.
7. The essence, function, structure and importance of capital markets. Allocation savings, characteristics of capital markets, structure of capital markets, position of capital markets in economies.
8. Regulation and supervision of



capital markets - reasons for regulation and supervision, methods and tools of regulation and supervision, regulation and supervision in the Czech Republic.

9. Stock markets. Valuation of shares. Basic principles of fundamental, technical and psychological stock analysis. Theory of efficient markets.

10. Bond markets. Bond valuation and basic principles of bond analysis. 11. Financial derivatives markets - options, futures, swaps, warrants.

12. Primary and secondary markets. Exchange and over-the-counter markets. Exchange system and its elements.

13. Prague Stock Exchange. RM-system and world stock exchange centers - NYSE, LSE, TSE, EURONEXT.

Seminars

1. The role of financial markets and financial institutions in the economy. The essence, functions, structure and importance of financial markets.

2. Definition, creation and extinction of money. 3. Banking system - central bank, commercial banks and payment systems. 4. Monetary policy. 5. Transmission mechanism of monetary policy. 6. Exchange rate policy.

7. The essence, function, structure and importance of capital markets. Allocation savings, characteristics of capital markets, structure of capital markets, position of capital markets in economies.

8. Regulation and supervision of capital markets - reasons for regulation and supervision, methods and tools of regulation and supervision, regulation and supervision in the Czech Republic Republic.

9. Stock markets. Valuation of shares. Basic principles of fundamental, technical and psychological stock analysis. Theory of efficient markets.

10. Bond markets. Bond valuation and basic principles of bond analysis. 11. Financial derivatives markets - options, futures, swaps, warrants. 12. Primary and secondary markets. Exchange and over-the-counter markets. Exchange system and its elements.

13. Prague Stock Exchange. RM-system and world stock exchange centers - NYSE, LSE, TSE, EURONEXT.



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



Course Objectives

The aim of the course is to acquaint students the objectives and tasks of human resources management in the organization, with its methods and tools and with the main trends of its development. The main topics of the course include the role and specifics of human resource management in the context of organizational management, managerial competencies for human resource management, recruitment and adaptation, assignments and control of work tasks, management and evaluation of work performance, motivation, remuneration and training of employees, personnel strategy, personnel planning, the relationship between line and personnel management and the creation of a personnel organization (systematization) of the company.

Successful graduates of the course:

- understand the role and responsibilities of human resource management in the organization,
- manage managerial competencies for human resources management, including the labor law framework of human resources management,
- manage personnel costs and personnel controlling,
- understand the principles of creating a personnel organization and create a personnel strategy and personnel plan of the organization,
- define jobs and manage recruitment and adaptation,
- understand the prerequisites for the assignment, delegation, and control of work tasks,
- create a system of management and evaluation of employees' work performance,
- understand the requirements of motivation and remuneration of employees,
- establish a remuneration system, its fixed and performance components, including employee benefits,
- understand the requirements of training and further education and development of employees and are able to plan, implement and evaluate corporate education,



- understand the importance and tools of communication in the organization, can solve conflict situations and prevent them,
- understand the essence, importance, and tools of creating organizational culture.

Lectures

- 1 Personnel work and its role in the organization.
2. Personnel strategy, personnel policy and personnel planning Labor markets, labor demand and labor supply, market wages.
3. Job creation and analysis. Personnel rationalization and layoffs. Employee turnover.
4. Recruitment and selection of staff and its methods. Adaptation of employees and its methods.
5. Management and evaluation of work performance. Work motivation and its types.
6. Labor relations. Labor law framework of employment and human resources management. Collective relations. Competences in the field of people and human resources management.
7. Remuneration of employees. Creation of fixed wages and wage scales. Methods and tools of performance remuneration. Employees' benefits.
8. Education and development of employees, its methods, organization and evaluation. Education and development of managers.
9. Communication in the organization and in the workplace. Solving communication problems. Work teams. Conflict prevention and resolution in the organization. Job satisfaction. Prevention of personnel risks.
10. Organizational culture, its creation, tools of creation and change. The importance and tools of leadership in the organization.
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.



Seminars

1. Tasks of human resources management in the organization - examples from practice.
2. Labor law framework of employment and human resources management - examples from practice.
3. Recruitment and selection of employees - examples from practice and analysis of a specific case.
4. Recruitment and adaptation of staff - practical examples and analysis of a specific example.
5. Management and evaluation of work performance - illustrations for different categories of employees.
6. Work motivation and its types - analysis of motivational tools of a particular company.
7. Creation of fixed wages and wage scales - analysis of the remuneration system of a selected company.
8. Objectives, methods and tools of performance reward - illustration on the example of analysis of a particular company.
9. Objectives and forms of employee benefits - illustrations and comparisons on the example of several companies.
10. Methods and organization of training and development of employees and its evaluation - analysis of the system of education of selected companies, planning and organization of development of managers - comparison of several companies.
11. Significance and weaknesses of communication in the workplace - practical examples and their analysis.
12. Creation and importance of work teams and their management - practical training in team building.
13. Elaboration of analysis in the field of human resources management on the basis of a specific assignment.



Innovation Management (Code: AB_INO) | Number of credits: 3

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.

Intercultural Management (Code: AB_IMA_a) | Number of credits: 2**Course objectives**

The aim of the course is to introduce students to the international differences in organizational culture, communication, and cooperation, as well as the behavior in the organization that is conditioned by the differences in individual national cultures. The course will serve to broaden the view of cultural diversity and enable the student to accept this diversity as an opportunity in work and personal life. Because of its diversity, multiculturalism is important in creative thinking and innovative approaches to work. In a multicultural environment, it is necessary to take into account the cultural profile and its impact on employees. It means that it is essential to understand the cultural orientation of employees. People from different cultures have different conceptions of values, different evaluations of the surrounding world and different values in life. Therefore, when resolving conflicts in a multicultural team, it is essential that multicultural leadership skills are constantly developed. The task of human resources management should be first to analyze the causes of conflicts in the work environment and, based on the evaluated results, to set up a process to prevent ineffective long-term conflicts. Successful graduates of the course:

- acquire and consolidate their competences in the field of intercultural management in view of the expected development of their professional life or business;
- develop the ability to interact with employees, colleagues, customers, personnel and organizational systems from different cultures in the global market;
- will be able to confront different cultural values and organizational and strategic systems, which must be well managed;
- will have a great impact on the ways of interpersonal communication, as ignorance or lack of competence in these issues can lead to very problematic situations.

Lectures

1. Opening remarks: elements of culture, culture, cultural standards, intercultural management and competences, globalization and glocalization and an explanation of the essay topics
2. National culture, organizational culture, typology of national organizational cultures, stereotypes
3. Advantages and disadvantages in intercultural environment

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4. Intercultural differences in Leadership
 5. Effective communication, communication barriers in the international environment
 6. Cultural diversity in HR Management, understanding of cultural differences
 7. Cultures from the perspective of people management and intercultural training
 8. Intercultural trade negotiations can occur in these situations
 9. The most common management mistakes in an intercultural environment
 10. Leadership in an intercultural environment
 11. Ethics in an intercultural and global environment
 12. Education and training of employees as a tool of intercultural management
 13. Summary, explanation of essay topics, preparation for the test

Exercises

1. Iceberg of hidden culture
2. BAFÁ-BAFÁ simulation
3. ECOTONOS simulation
4. Exercise of Cultural Assimilator
5. The Culture onion
6. Values at Work
7. Recognizing ineffective responses to cultural differences
8. Co je špatného na stereotypch?
9. What is wrong with stereotypes?
10. Communication types
11. Hofstede's dimensions
12. Observing body language

Essay Topics

1. Do you need Intercultural Competencies? 2. Cultural Differences in the Workplace.
3. Intercultural Differences in the Workplace. 4. Working in Czech Republic.
5. Cultural intelligence.

Macroeconomics - for Bachelor's Degree (Code: AB_MAE) | Number of credits: 5**Course objectives**

The aim of the course is to acquaint students with basic macroeconomic categories, quantities and models - as a theoretical basis for application in practice.

Graduates of the course:

- - on the basis of cross-sectional economic history can define basic problems of macroeconomics as a theoretical scientific discipline,
- can apply macroeconomic variables and tools on examples of current economic policy (calculation and measurement of macroeconomic aggregates, inflation and labor market analysis, monetary, fiscal interpretation, pension, foreign trade policies, etc.,
- can define basic macroeconomic categories,
- can explain the macroeconomic balance in all markets,
- - can appropriately link the acquired theoretical knowledge with real practice and actively use it in other economic disciplines.

Lectures

1. Introduction to the subject and history of economic thinking II.
2. Measuring the performance of the economy, product, income.
3. Aggregate supply and demand and its components.
- 4. Models of macroeconomic equilibrium and its disturbances.
5. Economic growth and economic cycles.
6. Inflation and price indices. 7. Unemployment and the labor market.
8. Monetary aggregates, money market equilibrium, international money market.
9. Economic policy of the state, its goals and effectiveness.
10. Monetary policy. 11. Fiscal policy, pension policy.
12. External economic balance, balance of payments.
13. Macroeconomic role of the state, protectionism and integration.

Macroeconomics - for Master Study Programme (Code: AN_MAE) | Number of credits: 5

Course objectives

The aim of the course is to deepen students' knowledge resulting from basic course of macroeconomics and provide them with a theoretical basis needed for applied economic disciplines, and to serve students an overview of current events in the field of macroeconomics so that they understand important contexts and relationships of macroeconomic aggregates.

Upon successful completion of the course, the student:

- understands key macroeconomic models,
- recognizes different theoretical approaches explaining the main macroeconomic variables,
- applies macroeconomic models to understand real development economy,
- identifies the main causes of economic cycles and economic growth,
- explain the causes of exchange rate developments and assess its impact on the real economy,
- assess the ability of the government and central bank to influence the economy in the short and long term,
- applies basic macroeconomic models to real events in the economy,
- assess the development of basic macroeconomic indicators.

Lectures

1. Basic terminology, consumption function, macroeconomic balance in two-sector model of economics.
2. Macroeconomic balance in three- and four-sector model of economics.
3. Equilibrium on the goods and services market – IS curve. Macroeconomic investment function.
4. Equilibrium on the money market – LM curve.
5. Analysis of IS – LM and effects of fiscal and monetary politics.
6. BP curve – open economics. Model IS-LM-BP. Effects of fiscal and monetary politics.
7. Economic growth and economic development.
8. Aggregate demand. 9. Aggregate supply.
10. Business cycles. 11. Money market, inflation, transmission mechanism.
12. Labour market, natural unemployment rate, wage rigidity. 13. Costs related to inflation and unemployment.

Seminars

1. Consumption function in the short and long term – Permanent Income hypothesis, Life-cycle hypothesis. Multiplier. Macroeconomic identity in two-sector model.
2. Equilibrium, multiplier and identity in three- and four-sector economy model.
3. Investment function. Graphical derivation of IS curve. IS curve equation. Position, slope and points outside the IS curve.
4. Money market and market of other financial assets. Graphical derivation of LM curve. LM curve equation. Position, slope and points outside the LM curve.
5. Equilibrium in IS-LM model – graphical and mathematical derivation. Multiplier of fiscal and monetary policy. Displacement effect – classic example, liquidity trap.
6. Balance of payments, capital mobility in the conditions of fixed and flexible exchange rates. Graphical derivation of BP curve.
7. Neoclassical growth model. Endogenous growth theory. Growth accounting and Cobb-Douglas production function. Supply side economics.
8. Graphical and mathematical derivation of aggregate demand from the IS-LM model. Deflationary situation impotence. Keynes and Pigou effect. Slope, position and points outside the AD curve.
9. Classical and Keynesian curve of aggregate supply and policy of its influencing. Lucas curve.
10. Monetary and real cycles. Neo-Keynesian and Neoclassical concepts of economic cycles.
11. Demand for money. Money creation and money supply. Balance on money market and transmission mechanism. Theory of money holding. Income rate of money turnover. Inflation. Okun's law. Cost inflation.
12. Unemployment. Production function and labour demand. Phillips curve.
13. Costs related to unemployment. Anticipated inflation. "Scuffed soles" costs. Menu cost.

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

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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