

# Syllabus for the course

## WEB APPLICATIONS DEVELOPMENT

<b>Course code:</b>	EBC-VWA
<b>Course title in Czech:</b>	Vývoj webových aplikací
<b>Course title in English:</b>	Web Applications Development
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week) part-time, 16/0 (lectures per period / seminars per period)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	Czech
<b>Course supervisor:</b>	Ing. Jan Turčinek, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Ivo Pisařovic, Ph.D. (examiner, instructor, lecturer, tutor) Ing. Jan Turčinek, Ph.D. (examiner, instructor, lecturer, supervisor, tutor) Ing. Roman Valovič (examiner, instructor, tutor)
<b>Prerequisites:</b>	Database Systems and Database Design and not Final Bachelor Exam

### Aim of the course and learning outcomes:

The course aims to problems of web applications development from theoretical and especially practical point of view. Students explore various aspects of web, web technologies and possible approaches to development. Emphasis is given on development of web applications with use of relational database systems. Furthermore related technologies such as basics of network services, application protocols, application frameworks are included.

### Course content:

- 1. Web application design** (lectures: 4, seminars: 4)
  - a) Analyze application requirements
  - b) Functional Design (UML)
  - c) Application design (wireframes, information architecture)
- 2. HTML and Cascading Styles** (lectures: 8, seminars: 8)
  - a) Introduction to HTML language, web standards
  - b) HTML document structuring
  - c) Css design, page layout
  - d) Advanced object properties, positioning, and floating objects
  - e) Responsivní webdesign
  - f) Libraries and Extensions (Bootstrap,...)
- 3. Web applications** (lectures: 16, seminars: 16)
  - a) Server scripting languages (Python), development frameworks and libraries (Flask)
  - b) Templates creating
  - c) Processing of user data
  - d) SQL Language Data Manipulation
  - e) Maintaining the state, connecting to the DB system

- f) Web application interfaces and web services
- g) User authentication and authorization
- h) Security

#### Learning activities and teaching methods:

Type of teaching method	Hours of workload	
	Daily attendance	Combined form
lecture	28	16
practice	28	0
seminar	0	20
consultation	0	20
preparation for exam	44	44
elaboration and execution of projects	40	40
<b>Total</b>	<b>140</b>	<b>140</b>

#### Assessment methods:

The course ends with an exam that consists of a theoretical electronic test. Next, it is necessary to defend the project. The exam is scored with 40 points. The defense of the project is also evaluated by 50 points. Students during the semester will have to perform ongoing tasks for which they can receive 10 points.

The defence of the project will take place in two stages, namely the defence of the project in progress and the final defence. To complete the course, it is necessary to achieve at least 60 points in total and at least half of the points for the exam and defence.

The final grade is the sum of the evaluation from the test and the evaluation of the project (from 90 points of evaluation A, from 83 points of evaluation B, from 75 points of evaluation C, from 68 points of evaluation D from 60 points of evaluation E).

#### Recommended reading and other learning resources:

Basic:

LÝSEK, J. Vývoj webových aplikací. Brno: Mendelova Univerzita v Brně, 2018. 28 p. ISBN 978-80-7509-584-8.

LÝSEK, J. – POPELKA, O. The Making of a Web Application. [online]. 2017. URL: <https://odinuv.cz/>.

WILTON, P. – COLBY, J W. Beginning SQL. Wrox, 2011. 519 p. ISBN 978-0-764-57732-1.

HTML5 a CSS3: výukový kurz webového vývoje. 1st ed. Brno: Computer Press, 2011. 272 p. ISBN 978-80-251-3576-1.

LAVIN, P. PHP – objektově orientované: koncepty, techniky a kód. 1st ed. Praha: Grada, 2009. 211 p. Průvodce. ISBN 978-80-247-2137-8.

VRÁNA, J. 1001 tipů a triků pro PHP. 1st ed. Brno: Computer Press, 2010. 456 p. ISBN 978-80-251-2940-1.

ZAKAS, N. The Principles of object-oriented JavaScript. San Francisco, CA: No Starch Press, 2014. 97 p. ISBN 978-1-59327-540-2.

CROCKFORD, D. JavaScript: The Good Parts. Sebastopol: O'Reilly Media, 2008. 172 p. ISBN 978-0-596-51774-8.

PRETTYMAN, S. Learn PHP 7: Object Oriented Modular Programming using HTML5, CSS3, JavaScript, XML, JSON, and MySQL. New York: Apress Media, 2016. 308 p. ISBN 978-1-484217-29-0.

# Syllabus for the course

## SOFTWARE AND SERVICES ARCHITECTURES

<b>Course code:</b>	ENA-ASS
<b>Course title in Czech:</b>	Architektury software a služeb v AJ
<b>Course title in English:</b>	Software and Services Architectures
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 1/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Oldřich Trenz, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Oldřich Trenz, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The student will gain a theoretical basis and practical skills in architecture (MVC, REST, SOA, microservices, stateless component) and software development (waterfall model, prototyping, etc.) with emphasis on the current concept of software development (Git / Open source), object models (GOF design models), progressive development environments (JET gateways, Visual Studio), methods, techniques and tools. Emphasis is placed not only on the form of software architecture, ie architectural style, but also the software interfaces used, the creation of large software systems focused mainly on the cloud (AWS, GCP, Azure, Bluemix) and selected supporting software tools (analysis and design tools, tools for software development, software tools for architecture design, such as CI / CD, GitLab). The content of the exercise is focused on the application of acquired knowledge, the acquisition of practical skills.

### Course content:

- 1. Introduction to software architecture and software development** (lectures: 2, seminars: 0)
- 2. Software Architecture** (lectures: 2, seminars: 6)
  - a) Classic software architectures
  - b) Component architecture
  - c) Microservices applications
- 3. Integration of software system services** (lectures: 6, seminars: 10)
  - a) Service-oriented architecture (SOA)
  - b) REST and SOAP-based server services
  - c) Cloud services, virtualization and security
  - d) Communication between services in the cloud
- 4. Domain drive model/programming** (lectures: 2, seminars: 6)
  - a) Model driven design
  - b) Model refactoring
  - c) API documentation

## 5. Current trends and approaches (lectures: 2, seminars: 6)

- a) Development of Open Source projects
- b) Git/GitHub environment (best practice)
- c) Component software design

### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
project work	56
preparation for exam	6
preparation of presentation	8
<b>Total</b>	<b>112</b>

### Assessment methods:

Semester team project (protocol, students solve a topic from the subject area) with an emphasis on mastering the issue (includes analytical and design part). The written and verbal exam verifies the students' acquired knowledge in the field of modern software systems development and acquired skills in the field of their design.

Criteria for receiving credit, the credit-based evaluation:

- The individual tutorials from the subject are assessed – you can receive up to 14 points at each tutorial (min. 50 %).
- To develop a team semester project according to the assignment and present this project (25 points, min. 50 %)
- Participation at tutorials is mandatory (a minimum attendance of 80 %)
- Selected lectures (total of 4) are assessed, you can receive a total of 6 points for these.

Criteria for receiving exam credit:

- For the exam, you can receive up to 55 points. The course is completed by a written exam and verbal defense (min. 50%).

Classification degree:

- A 90--100
- B 83--89
- C 75--82
- D 68--74
- E 60--67
- F < 60

### Recommended reading and other learning resources:

Basic:

- PRESSMAN, R. Software engineering: a practitioner's approach. Boston: McGraw-Hill, 2010. 928 p. ISBN 0-07-337597-7.  
SOMMERVILLE, I. Software Engineering. London: Pearson, 2016. 816 p. ISBN 978-1-292-09613-1.  
WIEGERS, K. – BEATTY, J. Software Requirements. Redmont: Microsoft Press Press, 2013. 672 p. ISBN 978-0-7356-7966-5.

Recommended:

- ARLOW, J. – NEUSTADT, I. Uml 2 And The Unified Process : Practical Object – Oriented Analysis And Design. USA: Addison-Wesley Professional, 2005. ISBN 03-21321-27-8.

# Syllabus for the course

## MACHINE LEARNING

<b>Course code:</b>	ENA-SU
<b>Course title in Czech:</b>	Strojové učení v AJ
<b>Course title in English:</b>	Machine Learning
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. František Dařena, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. František Dařena, Ph.D. (examiner, lecturer, supervisor) Ing. Peter Chochula (instructor)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The student will gain a theoretical background and practical skills in the field of knowledge discovery in a large amount of data (data mining) to support decision making with a focus on the application of machine learning methods. The student will learn to implement the whole process of data mining from a problem definition and data preparation to the application of selected algorithms belonging to the basic categories of machine learning. Attention is also paid to advanced methods related to the development of the machine learning domain.

### Course content:

- 1. Introduction to Machine Learning** (lectures: 2, seminars: 2)
  - a) data, information, knowledge
  - b) types of learning
  - c) types of models
  - d) software tools
- 2. Data for machine learning** (lectures: 2, seminars: 2)
  - a) instances, attributes, data types
  - b) missing values, attribute transformations, attribute dependence
  - c) data reduction, feature selection
- 3. Classification** (lectures: 10, seminars: 10)
  - a) instance based learning (k-NN)
  - b) support vector machine
  - c) Bayesian classifier
  - d) decision trees
  - e) evaluation of classifiers
- 4. Clustering** (lectures: 4, seminars: 4)

- a) k-means
  - b) hierarchical clustering
5. **Association rules mining** (lectures: 2, seminars: 2)
6. **Advanced Machine Learning methods** (lectures: 6, seminars: 6)
- a) classifier committees – random forest, boosting
  - b) semi-supervised learning
  - c) online learning
7. **Semester projects consultations** (lectures: 2, seminars: 2)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	30
elaboration and execution of projects	54
<b>Total</b>	<b>140</b>

**Assessment methods:**

A prerequisite for obtaining a small credit is the elaboration of a project where students demonstrate their ability to provide useful information for decision making based on the analysis of a large amount of data. The project includes defining the decision problem, obtaining and preparing the necessary data, selecting a suitable model including finding its appropriate settings, obtaining results, and their interpretation and evaluation. In the oral exam, students demonstrate mainly their knowledge of the principles of individual algorithms.

The final grade is based on the evaluation of the semestral project (max. 50 points) and the oral exam (max. 50 points). A small credit is awarded when achieving at least 25 points for the semestral project.

The grade will be determined according to the following scale: less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B, and 90 points and more A.

**Recommended reading and other learning resources:**

Basic:

HALL, M. – FRANK, E. – WITTEN, I. Data Mining: Practical Machine Learning Tools and Techniques (Third Edition). USA: Morgan Kaufmann, 2011. ISBN 978-0-12-374856-0.

KUBÁT, M. An Introduction to Machine Learning. 2nd ed. Springer, 2017. ISBN 978-3-319-34886-5.

Recommended:

FLACH, P. Machine learning: the art and science of algorithms that make sense of data. Cambridge: Cambridge University Press, 2012. 396 p. ISBN 978-1-107-42222-3.

HAN, J. – PEI, J. – KAMBER, M. Data Mining: Concepts and Techniques. Waltham: Morgan Kaufman, 2012. ISBN 978-0-12-381479-1.

# Syllabus for the course

## INTRODUCTION TO ICT

<b>Course code:</b>	EBC-UICT
<b>Course title in Czech:</b>	Úvod do ICT
<b>Course title in English:</b>	Introduction to ICT
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week) part-time, 16/0 (lectures per period / seminars per period)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	Czech
<b>Course supervisor:</b>	Ing. Pavel Haluza, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Jiří Balej, Ph.D. (instructor, lecturer) Ing. Pavel Haluza, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	not Computer Technology and Algorithms I and not Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of this course is to introduce students to the use of ICT and data processing with a focus on the possibilities of data representation, coding methods and security during transmission. In the second part, students will acquire basic knowledge and skills for work in Windows and mainly Unix/Linux operating systems at the user level.

### Course content:

- 1. Introduction to computer science** (lectures: 1, seminars: 0)
  - a) Basic concepts
  - b) Ergonomics and computer maintenance
  - c) History of computer technology
- 2. Information theory and computer science** (lectures: 3, seminars: 6)
  - a) Data, information, knowledge
  - b) Measuring the amount of information
  - c) Numeral systems
- 3. Internal data representation** (lectures: 6, seminars: 4)
  - a) Integer and rational numbers
  - b) Characters and codes
  - c) Colours and colour models, bitmaps and vector images
  - d) Audio signal sampling
- 4. Data transmission, coding and security** (lectures: 6, seminars: 4)
  - a) Analogue and digital signal
  - b) Searching for optimal code
  - c) Security of data against transmission errors

- d) Security of data against unauthorised persons
- e) Computer crime

**5. Principles of storing data files** (lectures: 6, seminars: 4)

- a) Text and binary data format
- b) File formats, association and conversion
- c) Data compression and archiving
- d) File systems

**6. Introduction to operating systems** (lectures: 6, seminars: 10)

- a) Principles of operating systems, functions and ways of communication with user
- b) Unix/Linux (managing of file system, processes and users, text and graphical user interface)
- c) Windows 7 (managing of file system and processes, text and graphical user interface)
- d) OS X and operating systems for mobile devices

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload	
	Daily attendance	Combined form
lecture	28	16
practice	28	0
consultation	0	40
preparation for exam	42	42
preparation for regular testing	42	42
<b>Total</b>	<b>140</b>	<b>140</b>

**Assessment methods:**

Students will pass the course after collecting at least 60 points in sum of ongoing tests and final exam. None of these activities has a minimum partial limit required.

Students demonstrate the ability to solve practical problems by two practical tests (30 points each). There is one repair possibility for each test.

The exam verifies understanding of concepts and principles, understanding the context and ability to use knowledge in practice.

It consists of e-test in UIS and it is evaluated by 40 points.

The final evaluation is given by the sum of the results from ongoing tests and final exam:

A (at least 90 points), B (83 points), C (75 points), D (68 points), E (60 points).

In the case of fraudulent conduct, student will be graded F and disciplinary proceedings will be initiated.

**Recommended reading and other learning resources:**

Basic:

HALUZA, P. – RYBIČKA, J. – HÁLA, T. Historie výpočetní techniky. Brno: Konvoj, 2018. 80 p. ISBN 978-80-7302-173-3.

HALUZA, P. – RYBIČKA, J. – HÁLA, T. Úvod do informatiky. Brno: Konvoj, 2018. 180 p. ISBN 978-80-7302-174-0.

BRANDEJS, M. Linux: praktický průvodce. 2nd ed. Brno: Konvoj, 2003. 304 p. ISBN 80-7302-050-5.

Recommended:



SKOČOVSKÝ, L. Principy a problémy operačního systému UNIX. 2nd ed. Brno: Luděk Skočovský, 2008. 288 p. ISBN 978-80-902612-5-9.

PECINOVSKÝ, J. – PECINOVSKÝ, R. Windows 10: průvodce uživatele. Praha: Grada, 2015. 240 p. ISBN 978-80-247-5700-1.

# Syllabus for the course

## TRADE OPERATIONS

<b>Course code:</b>	EBA-00
<b>Course title in Czech:</b>	Obchodní operace v AJ
<b>Course title in English:</b>	Trade Operations
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Marek Záboj, Ph.D.
<b>Course supervising department:</b>	Department of Marketing and Trade (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Marek Záboj, Ph.D. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Trade Operations

### Aim of the course and learning outcomes:

The goal of the subject is to explain importance, position, functions and roles of the trade in the frame of the national market. The student will receive the knowledge about purchase and sale, payment conditions and matter of the business venture with using of the trade cooperation. The student will understand the meaning and function of retailing, learn about the its development factors and development trends.

### Course content:

- 1. Importance and functions of trade** (lectures: 2, seminars: 1)
  - a) Definition, efficiency, terminology of trade
  - b) Classification and functions of trade
- 2. Trade categories** (lectures: 4, seminars: 0)
  - a) Intermediaries of trade activities
  - b) Representatives and brokers
- 3. Risk in trade activity** (lectures: 4, seminars: 3)
  - a) Classification of risk
  - b) Ensurance of fulfil business obligation
- 4. Importance of price in trade activity** (lectures: 4, seminars: 4)
  - a) The goals of pricing, discounts from producers
  - b) Retail pricing
  - c) Pricing of services
- 5. Dominance and diversification of trade firms** (lectures: 4, seminars: 1)
  - a) High integrated firms
  - b) Vertical trade cooperation
  - c) Horizontal trade cooperation

6. **Retailing** (lectures: 4, seminars: 2)
  - a) The meaning and function of retailing
  - b) Factors for the development of retailing
  - c) Trends in retailing and retail companies conduct
7. **Terms of payment** (lectures: 2, seminars: 1)
  - a) Breakdown of payments (point of view) and transfers of funds
8. **Distribution** (lectures: 4, seminars: 2)
  - a) Definition and position of distribution in marketing management
  - b) Decision of distribution channel structure
  - c) Method of choosing of sale's way

#### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
consultation	5
preparation for exam	34
preparation for regular testing	17
preparation of presentation	10
writing of seminar paper	32
<b>Total</b>	<b>140</b>

#### Assessment methods:

The student receives credit after processing seminar paper (max. 15 points, min. 9), presentation of this project (max. 5 points), credit test 1 (max. 10 points) and credit test 2 (max. 10 points, min. 5 points). For the credit to be achieved overall min. 24 points. A final test is evaluated by up to 60 points and is divided on the practical part (examples, max. 20 points, min. 12 points) and theoretical (questions, max. 40 points, min. 24 points). Student must obtain min. 36 points from the final test. Overall rating student receives as the sum of points of the exercises and final examination according to the following classification: less than 60 points F, 60-67 E, 68-74 D, 75-82 C, 83-89 B and 90-100 A.

#### Recommended reading and other learning resources:

Basic:

BERMAN, B. – EVANS, J R. Retail management : a strategic approach. 1st ed. Boston [u.a.]: Pearson Prentice Hall, 2009. 654 p. ISBN 978-0-13-246550-2.

MULAČ, P. – MULAČOVÁ, V. Obchodní podnikání ve 21. století. Praha: Grada, 2013. 520 p. ISBN 978-80-247-4780-4.

Recommended:

Retail marketing management. 2nd ed. Harlow: Financial Times/ Prentice Hall, 2003. 457 p. ISBN 0-2736-5511-6.

Principles of retailing. Oxford, UK: Butterworth-Heinemann, 2003. 382 p. ISBN 0-7506-4703-5.

Retailing: an introduction. 5th ed. Harlow, England: FT Prentice Hall, 2004. 320 p. ISBN 0-273-67819-1.

# Syllabus for the course

## ADVANCED DOCUMENT DESIGN

<b>Course code:</b>	EXA-PUD
<b>Course title in Czech:</b>	Pokročilá úprava dokumentů v AJ
<b>Course title in English:</b>	Advanced Document Design
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor; master continuing
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	RNDr. Tomáš Hála, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	RNDr. Tomáš Hála, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	Introduction to Document Design or Modern Information Technologies

### Aim of the course and learning outcomes:

The course provides students with a more detailed overview in the field of computer processing of all kinds, both in relation to the business needs of the company and in relation to printing technologies.

The student will be able to apply the acquired knowledge and skills for the use of typefaces in combination with images, will be able to typeset a more complex document, including their own design, and will be familiar with the issue of corporate visual identity.

An entrance test will take place in the first week of the semester to verify that students have the necessary background to study more advanced techniques for document designing.

### Course content:

- 1. Typeface, typesetting, document** (lectures: 2, seminars: 4)
  - a) Types of documents – form and contents
  - b) Revision of typesetting rules
  - c) Typefaces, fonts – properties, testing, selection, combinations
- 2. Page layout graphic of the document** (lectures: 4, seminars: 4)
  - a) Principles of page layout
  - b) Paper sizes
  - c) Proposal of layouts
  - d) Use of colors in a document
  - e) Design of professional documents
- 3. Advanced design of typesetting elements** (lectures: 8, seminars: 8)
  - a) Table and figures

- b) Typesetting rules in math
  - c) Graphs
4. **Automated typesetting** (lectures: 4, seminars: 2)
- a) Cross-references, indexes
  - b) Generated parts of the document
  - c) Table of contents, lists, references
5. **Visual identity of the company and company documents** (lectures: 6, seminars: 8)
- a) Corporate design, brand
  - b) Designing a logo
  - c) Creation of business documents – business card, letterhead
  - d) Designing business documents – business card, letterhead
  - e) Creation of promotional documents – leaflet, catalog
6. **Final processes with the document** (lectures: 4, seminars: 2)
- a) Proofreading, tools for document check
  - b) Overview of printing technologies, paper, binding
  - c) Prepress document preparation

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
colloquium	6
preparation for exam	16
preparation for regular assessment	28
preparation of presentation	6
elaboration and execution of projects	28
self-study	28
<b>Total</b>	<b>168</b>

**Assessment methods:**

The student prepares a professional document and applies the advanced typesetting rules and principles for document processing; designs their own (or other) brand and uses it in commercial and promotional publications. During the colloquium, he will talk about the ways of processing the document, the principles of its design, corporate visual identity, prepress and other related topics and will be able to respond in the discussion.

**Recommended reading and other learning resources:**

Basic:

Graphic design theory: readings from the field. 1st ed. New York: Princeton Architectural Press, 151 p. Design briefs. ISBN 978-1-56898-772-9.

FELICI, J. The complete manual of typography: a guide to setting perfect type. Berkeley: Peachpit Press, 2003. ISBN 978-0-321-77326-5.

OTTEN, T. ConTeXt Mark IV an excursion. [online]. 2017. URL: <http://www.pragma-ade.nl/general/manuals/ma-cb-en.pdf>. Design for communication: conceptual graphic design basics. Hoboken, N.J.: Wiley & Sons, 2003. 255 p. ISBN 978-0-471-41829-0.

WHEELER, A. Designing brand identity: an essential guide for the entire branding team. Hoboken: Wiley, 2018. 324 p. ISBN 978-1-118-98082-8.

# Syllabus for the course

## TOURISM

<b>Course code:</b>	CRUA
<b>Course title in Czech:</b>	Cestovní ruch v AJ
<b>Course title in English:</b>	Tourism
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Kateřina Ryglová, Ph.D.
<b>Course supervising department:</b>	Department of Marketing and Trade (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Andrea Králiková (instructor, lecturer) Ing. Patrik Kubát (instructor, lecturer) doc. Ing. Kateřina Ryglová, Ph.D. (examiner, supervisor) Ing. Šárka Stojarová, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	(Marketing I or now Marketing I) or (Marketing I or now Marketing I) or (Marketing 1 or now Marketing 1)

### Aim of the course and learning outcomes:

The graduate of the course will be able to define the role and assess the importance of the multilateral tourism industry in the national economy. The student will gain a theoretical basis for understanding the relationships and context of the tourism market, will be able to analyze the assumptions and conditions for the development of tourism. Based on the understanding of the specifics of tourism services, the student will be able to analyze and use marketing tools.

### Course content:

- 1. Tourism Background** (lectures: 6, seminars: 3)
  - a) Introduction to Travel and Tourism
  - b) History of Tourism
  - c) Perspective Forms of Tourism
- 2. Marketing for Tourism** (lectures: 6, seminars: 2)
  - a) Specifics of Marketing in Tourism
  - b) Extended Marketing Mix in Tourism
  - c) Marketing Research for Tourism
  - d) Segmentation of Tourists
  - e) Behavior of Tourists
- 3. UNESCO United Nations Educational, Scientific and Cultural Organization** (lectures: 2, seminars: 1)
- 4. Tourism Industry** (lectures: 4, seminars: 1)
- 5. Destination Management** (lectures: 2, seminars: 1)
- 6. Brand Image and Country Image** (lectures: 1, seminars: 1)

7. **TIC Tourist Information Centers – goals and activities** (lectures: 2, seminars: 1)

8. **Museum, Galleries, Exhibitions** (lectures: 3, seminars: 2)

9. **Tourism – Trends and Future** (lectures: 2, seminars: 2)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
professional educational excursion	12
consultation	18
exhibition	2
public presentation (oral)	1
preparation for exam	28
preparation of presentation	5
elaboration and execution of projects	12
writing of seminar paper	20
<b>Total</b>	<b>140</b>

**Assessment methods:**

The course is finished by a written and oral examination with the following result:

bellow 60 F

60 – 67 E

68 – 73 D

74 – 81 C

82 – 89 B

90 -100 A

**Recommended reading and other learning resources:**

Basic:

KOTLER, P. – BOWEN, J T. – MAKENS, J C. Marketing for hospitality and tourism. 5th ed. Boston: Prentice Hall, 683 p. ISBN 0-13-504559-2.

Tourism behaviour: travellers' decisions and actions. ISBN 0-85199-021-5. URL: <http://dx.doi.org/10.1079/9780851990217.0000>.

Recommended:

HORNER, S. – SWARBROOKE, J. Consumer behaviour in tourism. London: Routledge, 446 p. ISBN 978-1-138-01338-4.

LAWS, E. Improving tourism and hospitality services. ISBN 0-85199-995-6. URL: <http://dx.doi.org/10.1079/9780851999951.0000>.

# Syllabus for the course

## STATISTICS

<b>Course code:</b>	EBA-ST
<b>Course title in Czech:</b>	Statistika v AJ
<b>Course title in English:</b>	Statistics
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Mgr. Veronika Blašková, Ph.D.
<b>Course supervising department:</b>	Department of Statistics and Operation Analysis (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Mgr. Veronika Blašková, Ph.D. (supervisor) RNDr. Karel Mikulášek, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	(Mathematics II or Mathematics) and not Final Bachelor Exam and not Statistics

### Aim of the course and learning outcomes:

Applying statistical methods, students should be able interpret real-world data. These methods include testing statistical hypotheses, making conclusions and explaining them using previous analysis.

### Course content:

- 1. Basics of statistics** (lectures: 6, seminars: 6)
  - a) Statistical terminology, stages of statistical analysis, statistical tables and diagrams
  - b) Descriptive statistics – characteristics, levels, variability, skewness, curtosis
- 2. Random variables** (lectures: 6, seminars: 6)
  - a) Revision of the basics, characteristics of random variables
  - b) Selected distributions of discrete random variables
  - c) Selected distributions of continuous random variables
- 3. Point and interval estimation** (lectures: 4, seminars: 4)
- 4. Hypothesis testing** (lectures: 12, seminars: 12)
  - a) Testing normal and other distributions
  - b) One-sample and two-sample parametric tests
  - c) Non-parametric testing
  - d) ANOVA, Kruskal-Wallis test



**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	62
preparation for regular assessment	15
preparation for regular testing	25
elaboration and execution of projects	10
<b>Total</b>	<b>168</b>

**Assessment methods:**

To be eligible for the final exam, 60% must be obtained of the total number of points received for class work and activity during the semester including:

- 1) Active participation in seminars
- 2) Individual project
- 3) Passing a midterm test (1 resit)

Students meeting the above requirements may then take a final exam consisting of a theoretical and a practical part. Both parts are in the form of a written test. The questions of the theoretical part concern the theoretical background necessary for correct application of the results of calculations. The practical part consists of solving five practical statistical problems. A student may receive up to 20 points for the theoretical part and up to 50 points for the practical part.

**Recommended reading and other learning resources:**

Basic:

ANDERSON, D R. Statistics for business and economics. London: Thomson Learning, 2007. 904 p. ISBN 1-84480-313-9.

Recommended:

Maths and statistics for business. 1st ed. Essex: Longman Scientific & Technical, 1995. 293 p. ISBN 0-582-23187-6.

# Syllabus for the course

## SOCIAL LAW OF THE EU AND CZECHIA

<b>Course code:</b>	ENA-SPEC
<b>Course title in Czech:</b>	Sociální právo EU a ČR v AJ
<b>Course title in English:</b>	Social Law of the EU and Czechia
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Mgr. Bc. Ondřej Pavelek, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	JUDr. Hana Kelblová, Ph.D. (examiner, instructor, lecturer) Mgr. Bc. Ondřej Pavelek, Ph.D. (examiner, instructor, lecturer, supervisor) doc. PhDr. Martina Rašticová, Ph.D. (examiner, lecturer)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to acquaint students with the legal norms that define, apply and protect the social rights of individuals. The focus of the protection of social rights lies in measures aimed at preventing the occurrence of social events, which must include not only social benefits or social services, but also employment policy, occupational safety and health or other matters closely related to labor relations. The position of social law includes both elements of private and public law.

### Course content:

- 1. The concept of social law, its subject, system, tools in the Czech Republic and the EU** (lectures: 2, seminars: 0)
  - a) Historical development
  - b) The relationship between EU coordination law and Czech national law
- 2. Social security focused on education** (lectures: 4, seminars: 2)
  - a) The right to education
  - b) European right to education
- 3. Social security focused on employment** (lectures: 4, seminars: 4)
  - a) The social dimension of working conditions
  - b) Peculiarities of women's employment
  - c) social aspects of remuneration
- 4. Social security in the field of healthcare** (lectures: 6, seminars: 2)
  - a) The social context of the right to health and healthcare
  - b) The right to short-term sickness insurance
  - c) European right to health
- 5. Social context of civil and social rights** (lectures: 6, seminars: 4)

- a) Senior rights
- b) Care for the long-term disabled and dying
- c) The social context of the right to equality

**6. Social protection in the EU, Czech Republic** (lectures: 6, seminars: 4)

- a) Support and assistance to the poor
- b) Support and assistance to neglected persons
- c) Minorities, ethnicity and foreigners

**7. Social services in the Czech Republic** (lectures: 2, seminars: 0)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
public presentation (oral)	10
preparation for exam	55
preparation of presentation	5
<b>Total</b>	<b>112</b>

**Assessment methods:**

Small credit („malý zápočet“)

In order to obtain a small credit the student

- a) must attend at least 9 of the 12 full-time seminars (i.e. 3 absences are allowed)
- b) receive at least 50% points for the presentation (Max. 10, min. 5 points)

Final exam

Passing of the module occurs through awarding of credit by the means of test. The test consists of 9 open questions/examples, each of them assessed by 10 points.

The final grade is given by the collected number of points, that is

- less than 60 points F,
- 60 points and more E,
- 68 points and more D,
- 75 points and more C,
- 83 points and more B
- and 90 points and more A.

In the case of distance teaching, all will be done through the Microsoft Teams application.r

**Recommended reading and other learning resources:**

— *item not defined* —

# Syllabus for the course

## PSYCHOLOGY AND SOCIOLOGY FOR HR MANAGERS

<b>Course code:</b>	ENA-PSHR
<b>Course title in Czech:</b>	Psychologie a sociologie pro HR manažery v AJ
<b>Course title in English:</b>	Psychology and Sociology for HR Managers
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. PhDr. Martina Rašticová, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. PhDr. Martina Rašticová, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to acquaint students with the theoretical equipment of the manager and with the psychological and sociological knowledge usable in the work of the manager and then to acquire specific skills and social competencies of the manager. By completing the course, the student and future manager should be able to incorporate into their management style scientifically justified methods and procedures leading to the success of not only their own managerial activities, but also the entire organization.

### Course content:

- 1. Psychology and sociology for HR managers – basic concepts of managerial psychology and managerial sociology, development and classification of theories, interdisciplinary approach, development and perspectives of psychological and sociological knowledge in the theory and practice of management** (lectures: 4, seminars: 0)
- 2. Methods of psychological and sociological research** (lectures: 4, seminars: 4)
- 3. Personality and its cognition – psychological interpretation of personality, work requirements and working preconditions of a person, approaches and methodical procedures of cognition of personality in economic practice** (lectures: 2, seminars: 0)
- 4. Attitudes, values and emotions at work, self-evaluation, self-development, learning and development, influencing in the work process – theory of motivation, motivation of work behavior, use of knowledge of motivation in managerial practice.** (lectures: 4, seminars: 4)
- 5. Working group and team in the organization** (lectures: 4, seminars: 2)
- 6. Communication in the organizational environment, conflicts and negotiations** (lectures: 2, seminars: 2)
- 7. Organization and organizational structure** (lectures: 4, seminars: 2)
- 8. Dynamics of organizational changes and their social context** (lectures: 4, seminars: 0)

## Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
seminar	14
preparation for exam	32
elaboration and execution of projects	15
writing of seminar paper	23
<b>Total</b>	<b>112</b>

## Assessment methods:

The condition for completing the course in the full-time form of study is to obtain a credit and then pass the exam. Students who do not obtain a credit will not be admitted to the exam.

Credit – the condition for its award is active participation in seminars (1 unexcused absence is allowed) and elaboration of 1 task based on the assignment of the instructor.

Assignment – individual work makes up 30% of the requirements for completing the course.

The deadline for submission is binding for all students and non-compliance with it means failure to complete the task – the impossibility of obtaining credit.

It will be possible to pass the exam – etest – after obtaining the credit. In total, the student can get up to 60 points. To pass the exam, you need to get at least 36 points. The exam makes up 60% of the requirements for completing the course.

During the semester, students can earn points for activity in lectures and seminars. These points are added to the exam when the minimum limit of 36 points is reached and can help students to get a better grade. Plus points for the activity make up 10% of the requirements for completing the course.

Students of the combined form of study are obliged to complete the tasks online (incl. Plus points), according to the assignment of the seminar teacher. The conditions of the exam are the same as for full-time students.

Assessment of the written exam:

A – 56 points and more

B – 55 – 51 points

C – 50 – 46 points

D – 45 – 41 points

E – 40 – 36 points

F – 35 points or less

Evaluation of the whole course:

less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B and 90 points and more A

A full-time student can enroll in the course during a trip abroad. In this case, he is subject to the same conditions of termination as students of the combined form.

For the combined form of study, the deadline for submitting the assignment is according to the instructions at the first meeting.

In the case of non-contact teaching, standard online teaching will take place on specific dates according to the sched-

ule via the MS Teams application.

**Recommended reading and other learning resources:**

Basic:

MCKENNA, E F. Business psychology and organisational behaviour: a student's handbook. 4th ed. New York NY: Psychology Press, 2006. 798 p. ISBN 1-84169-391-X.

JEX, S M. Organizational Psychology, a Scientist-Practitioner Approach. New York, USA: John Willey and Sons, 2002. 555 p. ISBN 978-0-470-10976-2.

Organizational psychology in cross-cultural perspective. New York, N.Y.: New York University Press, 343 p. ISBN 0-8147-4006-5.

LANDY, FJ. Work in the 21st Century: an introduction to industrial and organizational psychology. Hoboken, NJ: John Wiley & Sons Inc., 2017. 548 p. ISBN 978-1-119-37928-7.

Ageing, Organisations and Management: Constructive Discourses and Critical Perspectives. 2017. ISBN 9783319588131. URL: <http://dx.doi.org/10.1007/978-3-319-58813-1>.

# Syllabus for the course

## PROJECT MANAGEMENT

<b>Course code:</b>	ENA-PMA
<b>Course title in Czech:</b>	Projektový management v AJ
<b>Course title in English:</b>	Project Management
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Hana Stojanová, Ph.D.
<b>Course supervising department:</b>	Department of Management (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Hana Stojanová, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam and not Project Management

### Aim of the course and learning outcomes:

The aim of the course is to provide students with the basic knowledge of Project Management with the focus on the modern methods of Project management.. The course will enable students to acquire the basic knowledge of the principles of Project Management, and to realise the importance of this field for a successful management of a company. The course also introduces the context of the current development in the economic environment and the increasing importance and usage of project management in organizations. It shows the development of approaches to project management and the specifics of these approaches for different types of organizations, or even for individual sectors. Students are also introduced to some methods used in the context of project management. The partial objective is to further introduce the basic phase and diagrams of the project management, including the introduction of basic tools and techniques used in project management.

### Course content:

- 1. Introduction** (lectures: 2, seminars: 1)
  - a) definition of the basic terms of project management, introduction to basic concepts, principles, selected approaches, tools and models of project management, IPMA, PRINCE, PMI.
- 2. Stages of Project Management** (lectures: 4, seminars: 2)
  - a) startup of the project, project planning, control of the project, initiation, monitoring and closure of the project
- 3. Project structure** (lectures: 0, seminars: 0)
  - a) competence and responsibilities determining, the structure of the project management team, project supervision, change commission, project support, team managers, project committee, project manager, project manager role, stakeholders, intraproject communication
- 4. Business Case** (lectures: 2, seminars: 1)
  - a) outputs, results and benefits of the project, benefit revision, revision benefits plan, externalities, feasibility of projects, project life cycle and the business case
- 5. Process management** (lectures: 2, seminars: 1)

- a) set of processes of the project management, project initiation, project chart, business case proposal, the direction of the project, project plan, business case
- 6. **Quality management** (lectures: 2, seminars: 1)
  - a) project quality management tools, quality control strategy, project controls, quality planning, quality control, quality assurance, Quality Audit Trail, register of quality, quality assessment techniques, quality principles
- 7. **Costs** (lectures: 2, seminars: 1)
  - a) cost estimation, budget setting, cost control
- 8. **Plans** (lectures: 4, seminars: 2)
  - a) plan levels, the content of plans, the 7 steps of planning, product-oriented planning, product decay, Gantt diagram
- 9. **Risk management** (lectures: 2, seminars: 1)
  - a) risk management strategy, identification, assessment and management of risk, management risk register, division of risk, strategy communication management, configuration management strategy
- 10. **Change management** (lectures: 2, seminars: 1)
  - a) causes of changes, identification and evaluation of changes
- 11. **Project tailoring** (lectures: 2, seminars: 1)
  - a) projects adaptation to the individual needs of organizations

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
consultation	2
preparation for exam	20
preparation for regular assessment	10
preparation of presentation	4
elaboration and execution of projects	26
<b>Total</b>	<b>104</b>

**Assessment methods:**

The final theoretical written examination can be held by anyone who fulfilled the conditions for credit, which means obtained at least 30 points from the exercises (final project max 50 points). Credit and final exam are evaluated independently.

Minimum points needed to pass the exam is 61 points out of 100. The total score is then given by the sum of the points earned.

- 90 to 100 "A" – great
- 83 to 89 "B" – very good plus
- 75 to 82 "C" – very good
- 68 to 74 "D" – good plus
- 60 to 67 "E" – good
- Less than 60 "F" – failed

A full-time student can assign for the course during a foreign stay.



## **Recommended reading and other learning resources:**

### **Basic:**

HBS PUBLISHING CORPORATION, H. HBR Guide to Project management. Boston: Harvard BusinessReview Press, 2013. 171 p. ISBN 978-1-4221-8729-6.

KNIGHT, J. – THOMAS, R. – ANGUS, B. Project Management for Profit. Boston: Harvard Business School Press, 2012. 180 p. ISBN 978-1-4221-4417-6.

A Forward Looking Approach to Project Management: Tools, Trends, and the Impact of Disruptive Technologies. 2017. ISBN 9789811007828. URL: <http://dx.doi.org/10.1007/978-981-10-0782-8>.

CAMPBELL, G M. Communications skills for project managers. New York: American Management Association, 268 p. ISBN 978-0-8144-3306-5.

TURNER, J R. Gower handbook of project management. 5th ed. Farnham: Gower publishing limited, 2014. 547 p. ISBN 978-1-4724-2296-5.

KENDRICK, T. Identifying and managing project risk: essential tools for failure-proofing your project. New York: AMACON, 2015. 390 p. ISBN 978-0-8144-3608-0.

Knowledge and Project Management: A Shared Approach to Improve Performance. 2017. ISBN 9783319510675. URL: <http://dx.doi.org/10.1007/978-3-319-51067-5>.

Project management: a systems approach to planning, scheduling, and controlling. 7th ed. New York: John Wiley & Sons, 1203 p. ISBN 0-471-39342-8.

# Syllabus for the course

## PORTFOLIO MANAGEMENT

<b>Course code:</b>	MISAC
<b>Course title in Czech:</b>	Portfolio management v AJ
<b>Course title in English:</b>	Portfolio management
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Aleš Maršál, M.A., Ph.D.
<b>Course supervising department:</b>	Department of Finance (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Luděk Benada, Ph.D. (instructor) doc. Ing. Svatopluk Kapounek, Ph.D. (tutor) Ing. Aleš Maršál, M.A., Ph.D. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The main task of this course is to provide knowledges and skills in the field of global investment management. The course will focus on the complicated decision making process in the field of international investment management, creation of the investment and hedging strategies at the international financial markets.

The aim of the course is to bridge the huge gap that exists between the industry and academia by bringing real world practical domain knowledge and expertise to education. The students will obtain skills to work with the basic and alternative investment tools at the international financial markets. They will receive knowledges about the basic and alternative investments strategies and portfolio optimization. Finally, they will be able to employ modern trading algorithms to buy and sell securities and alternative investments, with a special emphasize on uncertainty in big data-driven decision making processes.

### Course content:

1. **Introduction to portfolio risk management** (lectures: 2, seminars: 2)
2. **Stockpicking strategies** (lectures: 2, seminars: 4)
3. **Modern portfolio theory** (lectures: 4, seminars: 6)
4. **International pricing models** (lectures: 2, seminars: 4)
5. **Value at Risk** (lectures: 2, seminars: 4)
6. **Alternative assets and strategies** (lectures: 6, seminars: 2)
7. **Portfolio performance** (lectures: 4, seminars: 4)
8. **Ethics at the financial markets** (lectures: 2, seminars: 0)
9. **Specifics of International capital markets** (lectures: 2, seminars: 0)

### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	26
seminar	26
consultation	10
preparation for exam	12
preparation for regular testing	10
preparation of presentation	14
elaboration and execution of projects	14
reading of research papers and additional texts	28
<b>Total</b>	<b>140</b>

### Assessment methods:

The student will obtain "small credit" after successful seminar paper presentation and submission of problem sets. Final evaluation is based on the sum of the points from presentation, points received for activity during the seminars, mid-term and final exam : A 100 – 86, B 85 – 71, C 70 – 56, D 55 – 41, E 40 – 26 and F 25 or less points. The student of full-time study form can register during his foreign mobility. In that case, he can pass presentation after arrival according to the individual agreement with the lecturer.

### Recommended reading and other learning resources:

Basic:

BODIE, Z. – KANE, A. – MARCUS, A.J. Investments. 8th ed. Boston, Mass.: McGraw-Hill, 2009. 990 p. ISBN 978-007-126325-2.  
SOLNIK, B. – MCLEAVEY, D W. Global investments. Harlow: Pearson Education Limited, 2014. 586 p. Pearson new international edition. ISBN 978-1-292-02307-6.

Recommended:

FABOZZI, F.J. Mortgage-backed securities: products, structuring, and analytical techniques. 2nd ed. Hoboken, NJ [u.a.: Wiley, 336 p. The Frank J. Fabozzi series. ISBN 978-1-118-00469-2.

FABOZZI, F.J. et al. Robust portfolio optimization and management. Hoboken, New Jersey: John Wiley, 2007. 495 p. ISBN 978-0-471-92122-6.

FABOZZI, F.J. Structured products and related credit derivatives: a comprehensive guide for investors. Hoboken, N.J.: Wiley, 523 p. Frank J. Fabozzi series. ISBN 978-0-470-12985-2.

FABOZZI, F.J. – PETERSON DRAKE, P. The basics of finance: an introduction to financial markets, business finance, and portfolio management. Hoboken, NJ: Wiley, 2010. 604 p. Frank J. Fabozzi series ;. ISBN 978-0-470-60971-2.

FABOZZI, F.J. The handbook of commodity investing. Hoboken, N.J.: Wiley, 986 p. ISBN 978-0-470-11764-4.

FABOZZI, F.J. The handbook of traditional and alternative investment vehicles: investment characteristics and strategies. Hoboken, N.J.: Wiley, 512 p. The Frank J. Fabozzi series. ISBN 978-0-470-60973-6.

FABOZZI, F.J. The theory and practice of investment management: asset allocation, valuation, portfolio construction, and strategies. 2nd ed. Hoboken, N.J.: Wiley, 682 p. Frank J. Fabozzi series. ISBN 978-0-470-92990-2.

# Syllabus for the course

## OPERATIONS RESEARCH

<b>Course code:</b>	ENA-OV
<b>Course title in Czech:</b>	Operační výzkum v AJ
<b>Course title in English:</b>	Operations Research
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Mgr. Jitka Janová, Ph.D.
<b>Course supervising department:</b>	Department of Statistics and Operation Analysis (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Mgr. Jitka Janová, Ph.D. (supervisor) Mgr. Tomáš Konderla, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	Final Bachelor Exam and not Operational Research

### Aim of the course and learning outcomes:

The aim of the course is to present advanced mathematical methods of operational research which can be directly used as a managerial decision making support tool. This course results from Economic Mathematical Methods and continues with more sophisticated parts of Operations Research. On the end of this course students should have general knowledge of intermediate Operations research methods. Part of this course is also focused on practical applications and use of specific software.

### Course content:

- 1. Determination, characterization and possibilities of application of OR** (lectures: 2, seminars: 0)
- 2. Mathematical programming—linear, non-linear stochastic and dynamic** (lectures: 10, seminars: 10)
  - a) Linear programming
  - b) Convex programming
  - c) Quadratic programming
  - d) Stochastic programming
  - e) Dynamic programming
- 3. Renewal theory** (lectures: 4, seminars: 4)
  - a) Recovery of outdated equipment – deterministic model
  - b) Recovery of failing products – stochastic model
- 4. Inventory management** (lectures: 2, seminars: 4)
  - a) Deterministic models of inventory
  - b) Stochastic models of inventory
- 5. Queueing models** (lectures: 4, seminars: 4)
  - a) Exponential queueing models—M/M/1 and M/M/c
  - b) Optimization in the queueing models

- 6. **Simulation models** (lectures: 2, seminars: 2)
- 7. **Project management** (lectures: 4, seminars: 4)
  - a) Graphs
  - b) CPM and PERT methods
  - c) Cost and probability costing

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	112
<b>Total</b>	<b>168</b>

**Assessment methods:**

Written test (may include both theoretical and practical questions) at the end of the course. Additional requirements (attendance, seminar work, etc...) are not set. At the exam students can use a calculator and the official formulas (no other materials are permitted). To pass the exam, students must obtain at least 60% of available points.

The assessment of the course is given as follows:

- [90; 100] points – A
- [83; 90) points – B
- [75; 83) points – C
- [68; 75) points – D
- [60; 68) points – E
- [ 0; 60) points – F

**Recommended reading and other learning resources:**

Basic:

- ANDERSON, D R. et al. An introduction to management science: quantitative approaches to decision making. London: Cengage Learning, 864 p. ISBN 978-1-84480-595-2.
- HILLIER, F S. Introduction to management science: a modeling and case studies approach with spreadsheets. 3rd ed. Boston [u.a.: McGraw-Hill/Irwin, 2008. 602 p. The McGraw-Hill/Irwin series. ISBN 978-007-125927-9.
- Optimization in operations research. Upper Saddle River, N.J.: Prentice Hall, 919 p. ISBN 0-02-398415-5.
- STEVENSON, W J. Introduction to management science with spreadsheets. Chennai: McGraw Hill Education (India) Private Limited, 2007. 812 p. The McGraw-Hill/Irwin series operations and decision sciences. ISBN 978-0-07-299066-9.

# Syllabus for the course

## MARKETING COMMUNICATION

<b>Course code:</b>	EBA-MK
<b>Course title in Czech:</b>	Marketingová komunikace v AJ
<b>Course title in English:</b>	Marketing Communication
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (8 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Jana Turčínková, Ph.D.
<b>Course supervising department:</b>	Department of Marketing and Trade (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Lenka Harantová, Ph.D. (examiner, instructor, lecturer, tutor) doc. Ing. Jana Turčínková, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	(Marketing I or Marketing 1) and (Informatics for Economists I or Modern Information Technologies) and not Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to teach students the basic principles, practical applications and challenges of marketing communication, with the concept of marketing communication, as presented in the current literature, but also with practical examples. Subsequently, to check the students' abilities in defining their own communication campaign project. After completing the course, the student will be able to use and apply individual tools of marketing communication, in accordance with the requirements of various target groups.

### Course content:

- 1. Principles of communication** (lectures: 6, seminars: 4)
  - a) Integrated marketing communication
  - b) Brand building
- 2. Marketing communication tools** (lectures: 10, seminars: 8)
  - a) Traditional media
  - b) Online media
  - c) Public relations
  - d) Sponsoring
  - e) Direct marketing
  - f) Personal selling
- 3. Marketing communication tools** (lectures: 4, seminars: 6)
  - a) Advertising
- 4. Campaign planning and its execution** (lectures: 4, seminars: 4)
  - a) Principles of a campaign planning
  - b) Communication agencies and relations with them

c) Project presentation (campaign presentation)

5. **Communication skills** (lectures: 2, seminars: 2)

6. **Marketing communication trends** (lectures: 2, seminars: 4)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
consultation	11
project work	40
public presentation (oral)	2
preparation for exam	40
preparation for regular assessment	15
preparation of presentation	10
writing of seminar paper	50
<b>Total</b>	<b>224</b>

**Assessment methods:**

Course evaluation is based on a point system (max. 100 points, min. 60 points).

The student can get a maximum of 50 points for the exercise. A minimum of 30 points is required to be awarded the preliminary credit. Points for individual activities are added up and then transferred to the final evaluation of the course. This includes the elaboration of a semester project (max. 20 points, min. 10 points, compulsory, can be reworked once), project defense (max. 5 points), test (max. 15 points), active participation at other seminar tasks (max. 10 points). Attendance at the lecture is mandatory if it is led by an external lecturer. The student can get points only once for each of the activities. The best semester project of the whole class will be rewarded, the final grade for each student of the team will be improved by one level up.

The subject exam has a written form. The exam is evaluated with a maximum of 50 points, for successful passing of the exam the student must obtain at least 30 points. The final grade is determined by the sum of points from the exercises and exam as follows: less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B and 90 points and more A.

**Recommended reading and other learning resources:**

Basic:

JUSKA, J. Integrated marketing communication: advertising and promotion in a digital world. New York: Taylor & Francis Group, , 2017. 230 p. ISBN 978-1-138-69544-3.

EAGLE, L. et al. Marketing communications. 1st ed. Abingdon, Oxon: Routledge, 2015. 427 p. ISBN 978-0-415-50770-7.

Recommended:

PELSMACKER, P D. – GEUENS, M. – BERGH, J V D. Marketing communications: a european perspective. 4th ed. Harlow [u.a.: Financial Times Prentice Hall, 2010. 660 p. ISBN 978-0-273-72138-3.

ELLIOTT, R H. Strategic advertising management. Oxford, United Kingdom: Oxford University Press, 2016. 429 p. ISBN 978-0-19-870365-5.

# Syllabus for the course

## MANAGERIAL ACCOUNTING

<b>Course code:</b>	ENA-MU
<b>Course title in Czech:</b>	Manažerské účetnictví v AJ
<b>Course title in English:</b>	Managerial Accounting
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Patrik Svoboda, Ph.D.
<b>Course supervising department:</b>	Department of Accounting and Taxes (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Patrik Svoboda, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam and not Managerial Accounting

### Aim of the course and learning outcomes:

To give a survey of the managerial accounting methods, the possibilities of application methods and accounting information in the financial management from the point of view of the different levels of the company management. Students after completing the course are able to recommend methodologies for processing information about the business entity for internal management purposes in connection with business activities and organizational structure of the enterprise.

### Course content:

- 1. Cost accounting its expression, history. Relation between cost accounting, managerial accounting and financial accounting** (lectures: 2, seminars: 1)
  - a) History of managerial accounting
  - b) Differences in the content, extend and time orientation
- 2. Cost expression in managerial accounting** (lectures: 4, seminars: 2)
  - a) Basic approaches to the cost expression
  - b) Managerial accounting cost expression, differences between financial accounting
  - c) Cost classification, functions of classification in managerial accounting
- 3. Costing** (lectures: 6, seminars: 3)
  - a) Costing, basic terms and function in the cost management
  - b) Methods of costing
  - c) Methods of costing and profit or loss calculation differences
  - d) Costing system, application in management
- 4. Responsibility accounting** (lectures: 6, seminars: 3)
  - a) Preconditions of responsibility accounting application
  - b) Centralization and decentralization
  - c) Types of responsibility center, organizational and economic structure
  - d) Transfer pricing



5. **Budgeting** (lectures: 0, seminars: 0)
  - a) Functions of budget, plan and budget relation
  - b) Budgeting process
  - c) Types of budgets, methods of budgeting
  - d) Utilization of budget in control
  
6. **Standard cost Method** (lectures: 4, seminars: 2)
  - a) Function of Standard cost method
  - b) Standards
  - c) Variances and variances analyze

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	42
preparation for regular assessment	28
<b>Total</b>	<b>112</b>

**Assessment methods:**

Credit: seminar work – managerial accounting model for selected type of business

Examination: The examination consists of written (10 theoretical questions (multiple choice – 15 minutes processing time, 3 cases – the processing of information in terms of internal 45 minutes).

**Recommended reading and other learning resources:**

Basic:

DRURY, C. Cost and management accounting: an introduction. 7th ed. Andover [u.a.: Cengage Learning, 2011. 476 p. ISBN 978-1-4080-3213-8.

DRURY, C. Management and cost accounting. 8th ed. Andover: Cengage Learning, 2012. 783 p. ISBN 978-1-4080-4180-2.

Recommended:

GARRISON, R H. Managerial accounting: concepts for planning, control, decision making. 6th ed. Homewood: Irwin, 1991. 563 p. ISBN 0-256-08948-5.

Managerial accounting. New York: McGraw-Hill, 1991. 845 p. ISBN 0-07-028963-8.

# Syllabus for the course

## MANAGEMENT

<b>Course code:</b>	EBA-MAN
<b>Course title in Czech:</b>	Management v AJ
<b>Course title in English:</b>	Management
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Sylvie Formánková, Ph.D.
<b>Course supervising department:</b>	Department of Management (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Sylvie Formánková, Ph.D. (supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Management

### Aim of the course and learning outcomes:

Students will gain basic theoretical knowledge in the field of management, managerial functions and roles. They will be able to make decisions using individual and group managerial decision-making methods, analyze the external and internal environment of the organization and respond to changes, plan and organize the operation of the company, lead people according to modern methods and effectively organize work tasks.

### Course content:

- 1. Introduction to the theory and history of management** (lectures: 4, seminars: 0)
  - a) History of management
  - b) Basic theoretical principles
- 2. Manager and managerial functions** (lectures: 2, seminars: 2)
- 3. Environment of management** (lectures: 4, seminars: 4)
  - a) External environment, its classification and approaches to the analysis
  - b) Internal environment, its classification and approaches to the analysis
- 4. Decision making in management–decision analysis** (lectures: 2, seminars: 2)
  - a) Methods of team decision-making
- 5. Planning in management** (lectures: 2, seminars: 0)
  - a) Business plans
  - b) Time management
- 6. Organising in management** (lectures: 2, seminars: 0)
  - a) Organizational structure
  - b) Management structure
  - c) Organisational culture
- 7. Leadership in management** (lectures: 4, seminars: 2)

- a) Leadership styles
  - b) Emotional intelligence and authentic leadership
  - c) Leading teams and organizing meetings in online environment
8. **Control in management, control systems and kinds of control** (lectures: 1, seminars: 0)
9. **Management of multinational organisations** (lectures: 2, seminars: 0)
- a) Intercultural differences
10. **Strategic management** (lectures: 3, seminars: 2)
- a) General strategies (Porter, Ansoff, Kotler)
11. **Corporate social responsibility and sustainability in management** (lectures: 2, seminars: 2)
- a) Basic definition of corporate social responsibility and sustainability
  - b) The importance of corporate social responsibility and sustainability
  - c) The relation of corporate social responsibility and sustainability to management
  - d) The example of negative impact of enterprises on the environment and society
  - e) Examples of good praxis

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
consultation	15
project work	20
public presentation (oral)	2
preparation for exam	50
preparation for regular assessment	20
preparation of presentation	4
elaboration and execution of projects	15
<b>Total</b>	<b>168</b>

**Assessment methods:**

Students get the points during the semester, write a project and after receiving appropriate amount of points they can accede to the written exam. To pass the subject successfully the students have to get at least 60 points from the total 100. Written exam is in the form of a test with questions from the topics discussed during lectures and seminars. The mark is formed by the sum of all points obtained during the semester and the evaluation scale is set as follows: A 90-100, B 83-89, C 75-82, D 68-74, E 60-67. Less than 60 points is F – insufficient. In case of fraudulent conduct, the student can be evaluated F, disciplinary proceedings will be initiated against him.

**Recommended reading and other learning resources:**

Basic:

UBREŽIOVÁ, I. – GURSKÁ, S. International Management and Entrepreneurship. Nitra: Slovak University of Agriculture in Nitra, Faculty of Economics and Management, 2012. 67 p. 1. ISBN 978-80-552-0941-8.

Recommended:

GRIFFIN, R. Management. South-Western, USA: South Western, Cengage learning, 2012. 686 p. ISBN 978-1-111-96971-4. Corporate Risk Management for International Business. 2017. ISBN 9789811042669. URL: <http://dx.doi.org/10.1007/978-981-10-4266-9>.

FRYNAS, J G. Global strategic management. 2nd ed. Oxford: Oxford University Press, 422 p. ISBN 978-0-19-954393-9.

Goleman, D. (2017) Leadership that gets results. Harward Business Review Publishing. 96 s., ISBN: 9781633692626

# Syllabus for the course

## MACROECONOMICS 2

<b>Course code:</b>	ENA-MA
<b>Course title in Czech:</b>	Makroekonomie 2 v AJ
<b>Course title in English:</b>	Macroeconomics 2
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Petr Rozmahel, Ph.D.
<b>Course supervising department:</b>	Department of Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Petr Rozmahel, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam and not Intermediate Macroeconomics

### Aim of the course and learning outcomes:

Students acquire knowledge of the macroeconomic theory at the intermediate level. The course concentrates on explanation of neo-classical approach including the Solow growth model, then the detailed attention is paid to the Keynesian alternative with the open economy analysis. The last part of the course discusses the development of attitudes after the WWII including the modern views (neo-conservative approach, new Keynesian, post-Keynesian, ...)

### Course content:

1. **Introduction of Problems of the Macroeconomics II** (lectures: 2, seminars: 1)
2. **Determination of the Equilibrium in the Open Economy** (lectures: 2, seminars: 1)
3. **IS-LM Model** (lectures: 2, seminars: 1)
4. **Monetary and Fiscal Policy in the IS-LM Model** (lectures: 2, seminars: 1)
5. **Analysis of the Open Economy by IS-LM-BP Model** (lectures: 2, seminars: 1)
6. **Mundell-Fleming Model** (lectures: 4, seminars: 2)
7. **Wage and Price Rigidity: Sticky Wage and Price Models** (lectures: 4, seminars: 2)
8. **Unemployment, the hypothesis of the Hysteresis** (lectures: 2, seminars: 1)
9. **Hypothesis of The Rational Expectation in the Theoretical Concepts of the New Classical Macroeconomics** (lectures: 2, seminars: 1)
10. **Theory of the Economic Growth** (lectures: 4, seminars: 2)
11. **Theory of Real Business Cycles** (lectures: 2, seminars: 1)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
consultation	10
preparation for exam	52
preparation for regular assessment	28
preparation for regular testing	36
<b>Total</b>	<b>168</b>

**Assessment methods:**

In order to finish successfully Microeconomics I student must sit for 2 seminar tests first which must be at least 60% correct (i.e. 24 points out of 40 in total, the minimum for each test is 8 points). The seminar tests consist mainly of practical tasks (counting, graphs). Student must have at least 6 activity points (out of 10) obtained in the classes during semester. To obtain a credit, student must have at least 60% out of all possibly obtainable points from seminars (according to the above conditions). Getting the credit is a necessary condition to be allowed to attend the final examination. Exam consists of a written test (60% required as the minimum). Final classification takes into account student's results from seminar tests, activity in classes during the semester and final exam according to the scoring scale determined by faculty regulations.

**Recommended reading and other learning resources:**

## Basic:

MANKIW, G. Macroeconomics. 10th edition. New York: Worth Publishers, 2019. 656 p. ISBN 978-1-3191-0599-0.

FROYEN, R T. Macroeconomics : theories and policies. 10th ed. Upper Saddle River, N.J: Pearson Prentice Hall, 2013. 429 p. ISBN 0-273-76598-1.

WYPLOSZ, C. – BURDA, M C. Macroeconomics: a European text. 7th ed. Oxford: Oxford University Press, 2017. 573 p. ISBN 0-19-877469-9.

## Recommended:

VANE, H R. Modern macroeconomics: its origins, development and current state. Cheltenham: Edward Elgar, 807 p. ISBN 1-84542-208-2.

HEIJDRA, B J. – PLOEG, F V D. The foundations of modern macroeconomics. 1st ed. Oxford: Oxford University Press, 2002. 751 p. ISBN 0-19-877617-9.

CARLIN, W. – SOSKICE, D. Macroeconomics: Imperfections, Institutions and Policies. Oxford: Oxford University Press, 2012. 852 p. ISBN 0-19-877622-5.

# Syllabus for the course

## MACROECONOMICS 1

<b>Course code:</b>	EBA-MA
<b>Course title in Czech:</b>	Makroekonomie 1 v AJ
<b>Course title in English:</b>	Macroeconomics 1
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (8 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Petr Rozmahel, Ph.D.
<b>Course supervising department:</b>	Department of Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Petr Rozmahel, Ph.D. (supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Macroeconomics I

### Aim of the course and learning outcomes:

After completing the course, the student is equipped with basic theoretical knowledge of macroeconomics, including crucial terminology. In particular, the student understands the mechanism of functioning of the economy at the aggregate level, is able to recognize and identify short-run and long-run effects in the economy and identify crucial factors affecting the macroeconomic environment.

### Course content:

- 1. Introduction to Macroeconomics and economic output** (lectures: 8, seminars: 6)
  - a) The role of the state in the economy.
  - b) Economic output and its measurement
  - c) Consumption, investment, and equilibrium output
- 2. Equilibrium of the economy and economic growth** (lectures: 4, seminars: 6)
  - a) AS-AD Model
  - b) Equilibrium and economic growth
  - c) Business cycles
- 3. Money and the money market** (lectures: 4, seminars: 4)
  - a) Origin, development and function of money in the economy
  - b) Demand for money
  - c) Banking system and money supply
- 4. Inflation and unemployment** (lectures: 6, seminars: 6)
  - a) Inflation
  - b) Labor market and unemployment
  - c) Relationship between inflation and unemployment, Phillips curve
- 5. Open economy** (lectures: 2, seminars: 2)
  - a) International trade and capital flows

- b) Exchange rates
- c) Balance of payments

**6. Role of the state in the market system** (lectures: 4, seminars: 4)

- a) Public budgets and taxes
- b) Fiscal policy, state budget and effects of state expenditures
- c) Monetary policy of the central bank

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	90
preparation for regular assessment	28
preparation for regular testing	50
<b>Total</b>	<b>224</b>

**Assessment methods:**

To pass the credit test, the student is obliged to achieve the required number of points from 2 continuous credit tests and on the basis of activity in seminars. The final exam is written. The grade is the result of the total sum of points from the seminars and the exam, the point limits are set in accordance with the faculty rules. To pass the exam successfully, at least 60% of the total points have to be earned. The conditions of final examinations are identical for the external as well as internal students.

**Recommended reading and other learning resources:**

Basic:

MANKIWI, N G. Principles of Economics, 6th edition. USA: South-Western Cengage Learning, 2012. 856 p. ISBN 978-0-538-45305-9.

Recommended:

KRUGMAN, P R. – WELLS, R. Economics. 5th ed. New York: Worth Publishers, 2018. 1168 p. ISBN 978-1-319-18194-9.

# Syllabus for the course

## INTERNATIONAL MARKETING

<b>Course code:</b>	MMA
<b>Course title in Czech:</b>	Mezinárodní marketing v AJ
<b>Course title in English:</b>	International Marketing
<b>Semester:</b>	WS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Jana Turčínková, Ph.D.
<b>Course supervising department:</b>	Department of Marketing and Trade (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Jana Turčínková, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	Marketing I or Marketing 1 or Marketing I or Marketing 1

### Aim of the course and learning outcomes:

After completing the course, students will have a deeper understanding of the principles of marketing in an international context. They will learn to adapt marketing strategies to the influence of different cultures and other factors that affect market conditions.

### Course content:

- 1. The International Marketing – Opportunities and Challenges** (lectures: 2, seminars: 1)
- 2. The International Trade Policy and Trade Position of the Czech Republic** (lectures: 2, seminars: 1)
- 3. The Environment of International Marketing** (lectures: 6, seminars: 3)
  - a) The International Political and Legal Environment
  - b) The Economic and the Financial Environment
  - c) The Cultural Environment
- 4. The International Marketing Intelligence** (lectures: 2, seminars: 2)
- 5. The International Product Policy** (lectures: 3, seminars: 2)
  - a) The Product Adaptation. The Product and the Brand Management
  - b) The New Product Development and Product Line Policies
- 6. The Export and the Global Pricing Strategies** (lectures: 2, seminars: 1)
- 7. The Distribution Strategies** (lectures: 2, seminars: 1)
  - a) The Entering Foreign Markets
  - b) The Foreign-Market Channels and Global Logistics
- 8. International Promotion** (lectures: 3, seminars: 1)
  - a) Advertising, Personal Selling, Public Relation, Direct Marketing



b) Promotion Strategy Decision in an International Context

9. **The Planning, Organization, and Control of International Marketing** (lectures: 2, seminars: 1)

10. **The IM in Action and the Selected Applications in IM** (lectures: 4, seminars: 1)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	26
seminar	14
public presentation (oral)	2
preparation for exam	25
preparation for regular assessment	12
preparation of presentation	8
writing of seminar paper	25
<b>Total</b>	<b>112</b>

**Assessment methods:**

Students will be evaluated on the basis of the elaboration of a group seminar project, which must be, after completion, presented orally. The project is worth 30 points in total (15 points for the project presentation and 15 points for the project report following a given template, to obtain the credit it is necessary to obtain at least 50% of points from the project). Furthermore, 10 points can be obtained for course activities, another 10 points for a midterm test on the subject matter. The final exam test is worth 50 points. To successfully pass the exam, it is necessary to obtain a total of min. 60 points out of 100.

**Recommended reading and other learning resources:**

Basic:

GILLESPIE, K. – HENNESSEY, H D. Global marketing. 3rd ed. Mason: South-Western/Cengage Learning, 2011. 582 p. ISBN 978-0-538-47339-2.

Recommended:

MOOIJ, M K D. Consumer behavior and culture : consequences for global marketing and advertising. Thousand Oaks, California: Sage Publications, 2004. 345 p. ISBN 0-7619-2668-2.

MOOIJ, M D. Global marketing and advertising: understanding cultural paradoxes. 4th ed. Thousand Oaks, CA: SAGE, 395 p. ISBN 978-1-4522-5717-4.

KOTABE, M. – HELSEN, K. Global marketing management. Hoboken, NJ: Wiley, 2010. 725 p. ISBN 978-0-470-38111-3.

Strategic market management: global perspectives. 1st ed. Hoboken, N.J.: Wiley, 2010. 354 p. ISBN 978-0-470-68975-2.

# Syllabus for the course

## INTERNATIONAL LEADERSHIP SEMINAR

<b>Course code:</b>	ENA-SML
<b>Course title in Czech:</b>	Seminář mezinárodního leadershipu v AJ
<b>Course title in English:</b>	International Leadership Seminar
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Pass credit (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/4 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. PhDr. Martina Rašticová, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Zuzana Doubravová (examiner, instructor), Mgr. Mária Jakabová (examiner, instructor), JUDr. Hana Kelblová, Ph.D. (tutor), Mgr. Štěpán Konečný, Ph.D. (examiner, instructor, lecturer), Mgr. Martin Lakomý, Ph.D. (examiner, instructor, lecturer), Ing. Běla Mikulášková (examiner, instructor), Mgr. Hana Porkertová, Ph.D. (examiner, instructor, lecturer), doc. PhDr. Martina Rašticová, Ph.D. (examiner, instructor, lecturer, supervisor, tutor), Mgr. Eliška Sobotková (examiner, instructor), Mgr. Eva Šerá, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to further deepen knowledge and skills of issues related to leadership and human resources management at the international and global level and especially their practical implementation using the analysis of case studies and lectures and seminars of selected experts – leaders from the international environment. Students will be able to analyze the organizational environment and implement an appropriate leadership style and type of human resource management.

### Course content:

- 1. Types of leadership. Visionary type, inspirational type, influencing type, power sharing, analysis of case studies.** (lectures: 0, seminars: 8)
- 2. Leadership styles. Charismatic leadership, transactional, transformational, attributive, participatory, situational, etc., analysis of case studies.** (lectures: 0, seminars: 8)
- 3. Leadership theory. Theory based on the personality traits of the leader, behavioral approach, situational approach, two-dimensional theory, etc., analysis of case studies.** (lectures: 0, seminars: 8)
- 4. Leadership challenges, analysis of case studies.** (lectures: 0, seminars: 8)
- 5. Personal development. Leader abilities and skills: ability to take responsibility, ability to lead and ability to follow, fair view and openness, self-confidence, effective stimulation of subordinates, analysis of case studies.** (lectures: 0, seminars: 8)

6. **Leadership – science vs practical skill, analysis of case studies.** (lectures: 0, seminars: 8)

7. **Leadership – functional specialization vs contextual discipline, analysis of case studies.** (lectures: 0, seminars: 8)

#### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
seminar	56
preparation for regular assessment	48
preparation of presentation	24
elaboration and execution of projects	16
writing of seminar paper	24
<b>Total</b>	<b>168</b>

#### Assessment methods:

The condition for completing the course is to obtain a credit. The condition for its award is active participation in seminars (1 unexcused absence is allowed) and elaboration of tasks based on the assignment of the training teacher.

Assignment – individual work makes up 50% of the requirements for completing the course.

The deadline for submission and presentation (20% of the requirements) are binding for all students and their non-compliance means failure to complete the task – ie the impossibility of obtaining credit.

During the semester, students can earn points for activity in lectures and seminars. Plus points for the activity make up 30% of the requirements for completing the course.

For the combined form of study, the deadline for submitting the task is according to the instructions at the first meeting.

In the case of online teaching, standard online teaching will take place on specific dates according to the schedule via the MS Teams application.

#### Recommended reading and other learning resources:

Basic:

Business Leadership and Law. 2017. ISBN 9788132236825. URL: <http://dx.doi.org/10.1007/978-81-322-3682-5>.

RAŠTICOVÁ, M. Diversity in Reality. Effective Leadership of Diverse Teams in a Global Environment. Brno: Akademické nakladatelství CERM, 2011. 228 p. ISBN 978-80-7204-775-8.

Holistic Leadership: A New Paradigm for Today's Leaders. 2017. ISBN 9781137555717. URL: <http://dx.doi.org/10.1057/978-1-137-55571-7>.

# Syllabus for the course

## INTERCULTURAL COACHING

<b>Course code:</b>	EBA-ICC
<b>Course title in Czech:</b>	Interkulturní coaching v AJ
<b>Course title in English:</b>	Intercultural Coaching
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (8 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. PhDr. Martina Rašticová, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Iris Finger (examiner, instructor, lecturer) doc. PhDr. Martina Rašticová, Ph.D. (examiner, instructor, lecturer, supervisor) Mgr. Eva Šerá, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	not Final Bachelor Exam

### Aim of the course and learning outcomes:

Course focuses on the support of the development of effective communication skills, wise perspectives, and the ways in which transformational changes can be made to people's beliefs, behaviors, attitudes, careers, and daily interactions. Students will learn: to develop an enhanced sense of social awareness and improve your people skills, to lead people into heightened states of innovation, creativity and personal effectiveness, the art of making difficult decisions (or how to help others make difficult decisions), facilitate change by assisting individuals to break their cycles of ineffective behavior, communication that establishes a sense of confidence, trust and rapport with others, how to coach people in solving their problems and creating growth opportunities, during the course will be discussed also a life coaching method that inspires change rather than just imparting information.

### Course content:

- 1. Introduction to career counselling and coaching, basic theories and trends, legal basis and ethical aspects** (lectures: 4, seminars: 2)
- 2. Personality psychology with regard to career choice and success** (lectures: 4, seminars: 2)
- 3. Psychology of motivation, analysis of motivational factors at work and diagnostics** (lectures: 4, seminars: 2)
- 4. Coaching in career counseling, techniques and procedures of coaching in career counseling with regard to the counseling phase process** (lectures: 4, seminars: 2)
- 5. Sociodynamic approach in career coaching, work with a complex living space and social network of the client** (lectures: 4, seminars: 2)
- 6. Portfolio of career guidance techniques with regard to the specific type of client and his specific needs (experiential, activation and creative methods)** (lectures: 4, seminars: 2)

**7. Career coaching and talent management with respect to different types of organizations and the needs of different organizational environments** (lectures: 4, seminars: 2)

**Learning activities and teaching methods:**

<b>Type of teaching method</b>	<b>Hours of workload</b>
	<b>Daily attendance</b>
lecture	28
seminar	14
project work	44
preparation for exam	44
preparation for regular assessment	24
preparation of presentation	24
elaboration and execution of projects	22
writing of seminar paper	24
<b>Total</b>	<b>224</b>

**Assessment methods:**

The condition for completing the course in the full-time form of study is to obtain a credit and then pass the exam. Students who do not obtain a credit will not be admitted to the exam.

Credit – the condition for its award is active participation in seminars (1 unexcused absence is allowed) and elaboration of 1 task based on the assignment of the instructor.

Assignment – individual work makes up 30% of the requirements for completing the course.

The deadline for submission is binding for all students and non-compliance with it means failure to complete the task – the impossibility of obtaining credit.

It will be possible to pass the exam – etest – after obtaining the credit. In total, the student can get up to 60 points. To pass the exam, you need to get at least 36 points. The exam makes up 60% of the requirements for completing the course.

During the semester, students can earn points for activity in lectures and seminars. These points are added to the exam when the minimum limit of 36 points is reached and can help students to get a better grade. Plus points for the activity make up 10% of the requirements for completing the course.

Students of the combined form of study are obliged to complete the tasks online (incl. plus points), according to the assignment of the seminar teacher. The conditions of the exam are the same as for full-time students.

Assessment of the written exam:

- A – 56 points and more
- B – 55 – 51 points
- C – 50 – 46 points
- D – 45 – 41 points
- E – 40 – 36 points
- F – 35 points or less

Evaluation of the whole course:

less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B and 90 points and more A.

For the combined form of study, the deadline for submitting the assignment is according to the instructions at the first meeting.

In the case of non-contact teaching, standard online teaching will take place on specific dates according to the schedule via the MS Teams application.

**Recommended reading and other learning resources:**

Basic:

Emotional intelligence coaching: improving performance for leaders, coaches and the individual. London: Kogan Page, 2009. 230 p. ISBN 978-0-7494-5458-6.

Global leadership & coaching: flourishing under intense pressure at work. London: Routledge, Taylor & Francis Group, 2019. 156 p. ISBN 978-1-138-56494-7.

PALMER, S. – WHYBROW, A. Handbook of coaching psychology. New York, NY: Routledge, 2007. 465 p. ISBN 978-1-58391-707-7.

Leading by coaching: how to deliver impactful change one conversation at a time. Cham: Palgrave Macmillan, 2020. 322 p. ISBN 978-3-319-76377-4.

50 top tools for coaching: a complete toolkit for developing and empowering people. London: Kogan Page, 2009. 217 p. ISBN 978-0-7494-5676-4.

# Syllabus for the course

## HISTORY OF ECONOMIC THOUGHT

<b>Course code:</b>	ENA-VEM
<b>Course title in Czech:</b>	Vývoj ekonomického myšlení v AJ
<b>Course title in English:</b>	History of Economic Thought
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/0 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Luděk Kouba, Ph.D.
<b>Course supervising department:</b>	Department of Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Luděk Kouba, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam and not History of Economic Theories

### Aim of the course and learning outcomes:

The course systematically explains the history of economic thought for the birth of classical political economics till the present day attitudes. The course is focused on complex understanding of mainstream theories and their consequences. The development of theory is used to deepen critical thinking in the field of economics.

### Course content:

1. **The evolution of economic thought before 1776** (lectures: 2, seminars: 0)
2. **Classical Political Economics** (lectures: 2, seminars: 0)
3. **Critiques of Classical Political Economics in the 19th Century** (lectures: 2, seminars: 0)
4. **The Marginal Revolution and Neoclassical Economics** (lectures: 4, seminars: 0)
5. **Austrian and neo-Austrian school** (lectures: 2, seminars: 0)
6. **J.M.Keynes and Neo-Keynesian economics** (lectures: 4, seminars: 0)
7. **Post-Keynesian economics and New Keynesian economics** (lectures: 2, seminars: 0)
8. **Liberal economic thought in the 20th century; Conservative Economics** (lectures: 4, seminars: 0)
9. **Institutionalism and New institutional economics** (lectures: 4, seminars: 0)
10. **Current economic thought** (lectures: 2, seminars: 0)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
preparation for exam	84
<b>Total</b>	<b>112</b>

**Assessment methods:**

Each student can obtain up to 100 points at the final exam test.

A – min. 90 points

B – min. 83 points

C – min. 75 points

D – min. 68 points

E – min. 60 points

F – less than 60 points

**Recommended reading and other learning resources:**

Basic:

An outline of the history of economic thought. Oxford: Clarendon Press, 2004. 441 p. ISBN 0-19-877455-9.

Recommended:

The wealth of ideas: a history of economic thought. 1st ed. Cambridge, UK: Cambridge University Press, 2006. 582 p. ISBN 978-0-521-69187-1.

An outline of the history of economic thought. 2nd ed. Oxford: Oxford University Press, 2004. 559 p. ISBN 0-19-927914-4.

BLAUG, M. Economic theory in retrospect. 5th ed. Cambridge: Cambridge University Press, 2002. 725 p. ISBN 0-521-57153-7.

CANTERBURY, E R. A brief history of economics: artful approaches to the dismal science. Singapore: World Scientific, 481 p. ISBN 981-02-3848-7.

A concise history of economic thought: from mercantilism to monetarism. Basingstoke, Hampshire [u.a.: Palgrave Macmillan, 2006. 339 p. ISBN 1-4039-8739-4.



# Syllabus for the course

## FINANCIAL ENGLISH

<b>Course code:</b>	EBA-FA
<b>Course title in Czech:</b>	Finanční angličtina
<b>Course title in English:</b>	Financial English
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Pass credit (3 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Mgr. Šárka Jeřábková
<b>Course supervising department:</b>	Deans Office of the Faculty of Business and Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Matej Grochal (examiner, tutor) Ing. Mgr. Šárka Jeřábková (supervisor) Mgr. Petra Eliška Rannestad, Ph.D. (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	none

### Aim of the course and learning outcomes:

The goal of the subject is to develop students' language skills and knowledge at the B2 level, bringing into focus financial vocabulary. Students will acquire and deepen their knowledge of advanced grammatical structures and learn key financial vocabulary. They will develop comprehension of financial texts, develop listening skills, using interviews with financial professionals.

### Course content:

1. **The organization of the financial industry** (lectures: 0, seminars: 2)
2. **Retail banking, banks** (lectures: 0, seminars: 2)
3. **Loans, credit and mortgages** (lectures: 0, seminars: 2)
4. **Accounting, balance sheets** (lectures: 0, seminars: 2)
5. **Foreign exchange, currency markets** (lectures: 0, seminars: 2)
6. **Stocks and shares, investments** (lectures: 0, seminars: 2)
7. **Mergers and acquisitions** (lectures: 0, seminars: 2)
8. **Banking and financial problems** (lectures: 0, seminars: 2)
9. **Pensions and other financial products** (lectures: 0, seminars: 2)
10. **Insurance** (lectures: 0, seminars: 2)
11. **Taxation** (lectures: 0, seminars: 2)
12. **Central banking, national central banks** (lectures: 0, seminars: 2)
13. **Revision** (lectures: 0, seminars: 2)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
practice	28
preparation for exam	16
preparation for regular assessment	12
<b>Total</b>	<b>56</b>

**Assessment methods:**

The completion of the subject is conditioned by compulsory attendance (70%) and a credit test. The minimum required success rate is 60%.

**Recommended reading and other learning resources:**

Basic:

MACKENZIE, I. English for the financial sector: student's book. Cambridge: Cambridge University Press, 2008. 159 p. Cambridge professional English. ISBN 978-0-521-54725-3.

MARKS, J. Check your English vocabulary for banking & finance. London: A. & C. Black, 2007. 80 p. ISBN 978-0-7136-8250-2.

Recommended:

OXENDEN, C. – LATHAM-KOENIG, C. English File Upper-Intermediate Third Edition Student's Book. Oxford: Oxford University Press, 2019. 200 p. ISBN 978-0-19-455843-3.

MACKENZIE, I. Professional English in Use Finance. Cambridge: Cambridge University Press, 2006. 140 p. ISBN 978-0-521-61627-0.

# Syllabus for the course

## FINANCIAL ACCOUNTING 1

<b>Course code:</b>	EBA-FU
<b>Course title in Czech:</b>	Finanční účetnictví 1 v AJ
<b>Course title in English:</b>	Financial Accounting 1
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. et Ing. Pavel Semerád, Ph.D., MBA
<b>Course supervising department:</b>	Department of Accounting and Taxes (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. et Ing. Pavel Semerád, Ph.D., MBA (supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Financial Accounting I

### Aim of the course and learning outcomes:

The course comprises the explanation of basic terms in the theory of accounting, the principles of balancing the property amounts and liabilities in the particular accounting operations, operations in accounts and accounting statements including opening and closing of bookkeeping. The course strives to provide students with a legal modification of bookkeeping, description of economic operations based on current methods of double-entry bookkeeping for enterprising subjects in the Czech Republic.

### Course content:

- 1. Basis of Accounting** (lectures: 7, seminars: 4)
  - a) The role and function of accounting in market economy
  - b) The conception of accounting, the importance of accounting
  - c) The users of accounting information, their needs in the field of accountancy
  - d) The methodical instruments of accounting and their role in accounting
  - e) The Accounting Act 563/1991
- 2. Double-Entry Bookkeeping for Entrepreneurs:** (lectures: 20, seminars: 8)
  - a) The characteristic of present functional model of entrepreneur's accounting
  - b) Fixed Assets: classification, valuation and the methods of their booking in the framework for Tangible Fixed Assets, Intangible Assets and Financial Assets
  - c) Inventory: the classification, valuation and the methods of their booking in the framework for Material, Merchandise and Manufactured Goods (Methods A, B)
  - d) Marketable Securities, Short-Term Financial Property Sources
  - e) Clearing with Business clients, Employees, Partners and State. Temporary accounts
  - f) The methods of booking in the field of Equity, Allowances and Long-term Liabilities
  - g) Expenses and Revenues: the classification and the methods of their booking
  - h) The methods of closing: the investigation of income (loss) for fiscal period, the net income distribution, the payment of loss
  - i) Accounting statements

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	26
practice	13
preparation for exam	71
preparation for regular testing	30
<b>Total</b>	<b>140</b>

**Assessment methods:**

Credit test: one complex problem on double-entry bookkeeping

Examination:

The examination consists of two parts – a written part and an oral exam. The student must get at least 60% of the total number of points on the written test. Only the students who pass the written part can take the oral part which is obligatory as well. The students who fail the oral exam have to re-take the whole exam (written and oral).

**Recommended reading and other learning resources:**

Basic:

VALOUCH, P. Accounting. 1st ed. Brno: Mendelova zemědělská a lesnická univerzita, 2005. 102 p. ISBN 80-7157-916-5.

# Syllabus for the course

## ECONOMIC POLICY

<b>Course code:</b>	EBA-HPO
<b>Course title in Czech:</b>	Hospodářská politika v AJ
<b>Course title in English:</b>	Economic Policy
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (8 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Aleš Franc, Ph.D.
<b>Course supervising department:</b>	Department of Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Aleš Franc, Ph.D. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	((Macroeconomics I or Macroeconomics 1) or (Macroeconomics I or Macroeconomics 1)) and not Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to explain the most important economic policies, their goals, instruments and their functioning in the context of changing economic environment. The logic of the course is based on three general functions of economic policy (stabilization, allocation and redistribution) resulting in specific economic policies. Students should be aware of the opportunities and risks of economic policy in solving a particular problem and be able to discuss the future direction of economic policy.

### Course content:

1. **Introduction to Economic Policy** (lectures: 2, seminars: 2)
2. **Limits of Economic Policy** (lectures: 2, seminars: 2)
3. **Introduction to Macroeconomic Analysis** (lectures: 2, seminars: 2)
4. **Fiscal Policy** (lectures: 4, seminars: 4)
5. **Monetary Policy** (lectures: 4, seminars: 4)
6. **Trade Policy** (lectures: 2, seminars: 2)
7. **Exchange Rate Policy** (lectures: 2, seminars: 2)
8. **Growth Policies** (lectures: 2, seminars: 2)
9. **Competition Policy** (lectures: 2, seminars: 2)
10. **Labour Market Policy** (lectures: 2, seminars: 2)
11. **Redistribution, Social Policy and the Welfare State** (lectures: 2, seminars: 2)
12. **Structural Policy** (lectures: 2, seminars: 2)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	52
preparation for regular assessment	28
preparation for regular testing	28
preparation of presentation	20
writing of seminar paper	40
<b>Total</b>	<b>224</b>

**Assessment methods:**

The course is completed by an exam. The students are required to obtain a credit. The student will get the credit if he collects at least 36 points out of 60. Points can be obtained from three activities: mid-term credit test (max. 30 points), seminar paper and its presentation (max. 30 points) and activity during classes (max. 5 points).

The final exam is worth of 40 points. To pass the exam the student must obtain at least 20 points from the final exam test and 60 points in total.

Rating scale: 100-90 points A, 83-89 points B, 75-82 points C, 68-74 points D, 60-67 points E, less than 60 points F.

**Recommended reading and other learning resources:**

Basic:

BÉNASSY-QUÉRÉ, A. – JACQUET, P. – PISANI-FERRY, J. Economic policy: theory and practice. New York, NY: Oxford University Press, 2019. 680 p. ISBN 978-0-19-091210-9.

# Syllabus for the course

## DECISION SUPPORT SYSTEMS

<b>Course code:</b>	EBA-SPR
<b>Course title in Czech:</b>	Systémy na podporu rozhodování v AJ
<b>Course title in English:</b>	Decision Support Systems
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Mgr. Jitka Janová, Ph.D.
<b>Course supervising department:</b>	Department of Statistics and Operation Analysis (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Mgr. Jitka Janová, Ph.D. (supervisor) doc. Mgr. Jiří Neubauer, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Economic-mathematical Methods

### Aim of the course and learning outcomes:

The aim of the course is to provide students with basic knowledge of selected management decision support systems. By completing the course, the student will be familiar with the selected methods and tools, understand their theoretical mathematical basis and be able to use the tools freely available in MS Office to implement individual methods and solve specific problems. An important part of the course is getting experience in identifying a decision-making problem, its adequate simplification, designing a suitable tool to solve it and finally solving the problem in a proper software environment.

### Course content:

- 1. Introduction to decision support systems** (lectures: 2, seminars: 0)
  - a) History
  - b) Connections with scientific disciplines
  - c) Modern software support for managerial decision making
- 2. Linear programming** (lectures: 8, seminars: 8)
  - a) Mathematical basis of optimization methods
  - b) Solution of a typical problem in MS EXCEL
  - c) Interpretation of solutions
- 3. Applications of linear programming and special problems** (lectures: 4, seminars: 4)
  - a) Typical problems and routine solutions
  - b) Non-typical problems and their processing
  - c) Traffic problems
- 4. Multi-criteria decision making** (lectures: 6, seminars: 6)
  - a) Decision criteria
  - b) Weight determination methods
  - c) Methods of evaluating alternatives in relation to managerial decisions

5. **Critical path method** (lectures: 4, seminars: 4)

- a) Nature of the method
- b) Determination of the critical path
- c) Interpretation of solutions and determination of reserves
- d) Application

6. **Decision support systems: case studies and solving non-typical decision problems** (lectures: 4, seminars: 6)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	62
preparation for regular assessment	50
<b>Total</b>	<b>168</b>

**Assessment methods:**

The prerequisite for completion of the course is obtaining credit for the written test and on the basis of activity in seminars (a minimum of 21 out of a maximum of 40 points). The final examination is written, consisting of a written part and a test with a maximum total score of 60 points.

The final evaluation of the course is given by the sum of points obtained as follows:

[90 – 100] points = A

[83 – 90) points = B

[75 – 83) points = C

[68 – 75) points = D

[60 – 68) points = E

[0 – 60) points = F

Any copying, recording or excerpt of tests and written works, the use of illicit devices as well as means of communication or other impairment of objectivity in the verification of knowledge will be considered gross violation of the study regulations. As a result, the course is closed in the UIS by F and teacher initiate disciplinary proceedings, which may result in termination of studies.

**Recommended reading and other learning resources:**

Basic:

STEVENSON, W J. – OZGUR, C. Introduction to management science with spreadsheets. Boston: McGraw-Hill/Irwin, 2007. 812 p. ISBN 978-0-07-325290-2.

JABLONSKÝ, J. Operační výzkum: kvantitativní modely pro ekonomické rozhodování. 3rd ed. Praha: Professional Publishing, 2007. 323 p. ISBN 978-80-86946-44-3.

PLEVNÝ, M. – ŽIŽKA, M. Modelování a optimalizace v manažerském rozhodování. 1st ed. Plzeň: Západočeská univerzita, 2007. 296 p. ISBN 978-80-7043-435-2.

HOLOUBEK, J. Ekonomicko-matematické metody. Brno: Mendelova univerzita v Brně, 2017. 153 p. ISBN 978-80-7509-505-3.

Recommended:

HILLIER, F S. – LIEBERMAN, G J. Introduction to operations research. Boston: McGraw-Hill, 2015. 1010 p. ISBN 978-1-259-25318-8.



# Syllabus for the course

## DATA SAFETY AND SECURITY

<b>Course code:</b>	EBA-BOD
<b>Course title in Czech:</b>	Bezpečnost a ochrana dat v AJ
<b>Course title in English:</b>	Data Safety and Security
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	prof. Ing. Cyril Klimeš, CSc.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	prof. Ing. Cyril Klimeš, CSc. (supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam

### Aim of the course and learning outcomes:

The goal of the course is to provide students an overview and knowledge necessary for successful information security management and for working in positions like information security manager. An introduction into information security field is provided. The course covers relevant standards (ISO/IEC 15408, ISO/IEC 27001, ISO/IEC 27037), law (GDPR, and national law) and processes of security audit, risk analysis and forensic analysis together with tools allowing the information security level to be measured.

### Course content:

- 1. Principles of IS/IT security – Model of the system and people inside; Basic terms: asset, vulnerability, threat, risk, attack.** (lectures: 2, seminars: 0)
- 2. Cyber criminality; Types of cyber-attack, real examples and attack targets.** (lectures: 2, seminars: 2)
- 3. Methods of securing of enterprise IS/IT – Security policy of an enterprise, security goals.** (lectures: 2, seminars: 0)
- 4. Risk analysis, security audit.** (lectures: 2, seminars: 2)
- 5. Principles of IS/IT security assessment; Overview of standards for IS/IT assessment** (lectures: 2, seminars: 0)
- 6. Standard ISO/IEC 15408 (Common Criteria); Standard ISO 27001 (information security management).** (lectures: 2, seminars: 0)
- 7. Cybersecurity law and its applications. Impacts of GDPR into IT systems; Czech and European legislature in relation with cyber security.** (lectures: 2, seminars: 0)
- 8. Social engineering – Significance of social engineering in enterprise practice; Methods of social engineering (pretexting, phishing, pharming etc.); Protection and prevention mechanisms. Recognition of hoax and phishing messages** (lectures: 2, seminars: 2)
- 9. Digital track and anonymity on the Internet, protection of personal data.** (lectures: 2, seminars: 0)

10. **Procedures of training in the field of information security; Information security regulations; On-boarding, off-boarding. Creation of organization security policy and cybersecurity training outline** (lectures: 2, seminars: 1)
11. **Encryption and digital signature – Principles of modern cryptography. Process of encryption and decryption, encryption key, crypto analysis.** (lectures: 2, seminars: 1)
12. **Security function of cryptographic mechanisms; Symmetric and asymmetric cryptographic algorithms, their advantages and drawbacks. Known standards and implementations. Hash functions.** (lectures: 2, seminars: 1)
13. **Electronic signature; Certificates and PKI hierarchy; Tools for communication encryption.** (lectures: 2, seminars: 2)
14. **Infrastructure for defense and prevention of cyber-attacks; Tools for monitoring and gathering of operational data (SIEM)** (lectures: 2, seminars: 1)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	35
elaboration and execution of projects	35
<b>Total</b>	<b>112</b>

**Assessment methods:**

Written exam (60 points), preparation and defense of the seminar project for the topic assigned by the teacher (40 points).

**Recommended reading and other learning resources:**

Basic:

GRALLA, P. How the Personal and Internet Security Works. Indianapolis: Que, 2006. 288 p. ISBN 978-0-7897-3553-9.  
 Information security risk analysis. Boca Raton: Auerbach, 2001. 281 p. ISBN 0-8493-0880-1.

Recommended:

NIST, N. NIST Special Publication 800-115, Technical Guide to Information Security Testing and Assessment, 2008. USA: NIST, 2008.

EC, E. EC-Council. Computer Forensics: Investigating Network Intrusions and Cyber Crime. Course Technology, 2010, ISBN 1435483529 . Brusel: EC, 2010.

STAMP, M. Information Security: Principles and Practice . London, UK: Wiley, 2011. 606 p. ISBN 978-04-706-2639-9.

# Syllabus for the course

## DATA PROCESSING PRINCIPLES

<b>Course code:</b>	EBA-PZD
<b>Course title in Czech:</b>	Principy zpracování dat v AJ
<b>Course title in English:</b>	Data Processing Principles
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 3/3 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Jan Turčinek, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Jan Turčinek, Ph.D. (instructor, lecturer, supervisor)
<b>Prerequisites:</b>	(Modern Information Technologies or now Modern Information Technologies or Computer Technology and Algorithms I or Informatics for Economists I) and not Final Bachelor Exam and not (Computer Technology and Algorithms II and Informatics for Economists II)

### Aim of the course and learning outcomes:

The course develops competencies in the applications of selected information technologies in business practice. Students will understand the basic principles of web technologies, they will gain knowledge and practical skills for working with the most commonly used file formats. They will also acquire the principles and approaches of properly structured algorithmic thinking, especially in the context of tasks of mass data processing and economic calculations, they will be able to create macros in the MS Excel spreadsheet and ask queries in a relational database system.

### Course content:

- 1. Internet technologies** (lectures: 3, seminars: 9)
  - a) Basic principles and Internet services
  - b) WWW technology, HTML and CSS languages
  - c) Web templates and CMS
  - d) Advanced Internet search
- 2. Principles of data storage** (lectures: 9, seminars: 3)
  - a) Internal representation of data in computer
  - b) Data formats and file formats
  - c) Compression, archiving and backup
- 3. Introduction to algorithmization** (lectures: 6, seminars: 6)
  - a) Algorithm and its properties
  - b) Basic algorithmic constructions
  - c) Flowcharts
- 4. Algorithmization of mass data processing** (lectures: 15, seminars: 15)

- a) Creating algorithms in VBA language
- b) Macros, procedures and functions
- c) Conditions and cycles, basic algorithms
- d) Algorithms over array and matrix, sorting
- e) Structured data processing

5. **Database systems** (lectures: 9, seminars: 9)

- a) Types of database systems
- b) Relational database model
- c) Storing relationships in a relational database
- d) SQL and its use

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	42
practice	42
preparation for exam	8
preparation for regular testing	20
<b>Total</b>	<b>112</b>

**Assessment methods:**

Students attend seminars in which they are properly enrolled. Attendance is compulsory. Replacement of the seminar is possible only with the same lecturer.

Students pass two tests to demonstrate practical skills in applying the acquired knowledge in specific tasks. The first test covers the field of web technologies, principles of data storage and basic algorithm constructions, up to 30 points can be obtained. The second test covers the field of mass data processing in VBA language (in MS Excel) and SQL (in PostgreSQL), up to 50 points can be obtained. To get the credit it is necessary to get at least 40 points together. Each of the tests can be corrected once, the last obtained result is valid.

The exam verifies the understanding of concepts and principles and the understanding of the context. It consists of an e-test in UIS, from which up to 20 points can be obtained, the minimum is not set.

The final evaluation is given by the sum of the results from tests and the exam as follows: A (at least 90 points), B (83 points), C (75 points), D (68 points), E (60 points).

In the case of fraudulent conduct, the verification of knowledge will be assessed as unsuccessful and disciplinary proceedings will be initiated.

**Recommended reading and other learning resources:**

Basic:

DAŘENA, F. Computer Technology and Algorithms II. Brno: MZLU v Brně, 2004.

WILTON, P. – COLBY, J W. Beginning SQL. Wrox, 2011. 519 p. ISBN 978-0-764-57732-1.

Col. Discovering computers: essentials enhanced : technology in a world of computers, mobile devices, and the internet. Boston: Cengage learning, 246 p. Shelly cashman series. ISBN 978-1-285-84553-1.

Recommended:

Col. Introduction to algorithms. 3rd ed. Cambridge, Mass.: MIT Press, 1292 p. ISBN 978-0-262-03384-8.

JEDLIČKA, P. – KUNDEROVÁ, L. – HÁLA, T. – MACHALOVÁ, J. Introduction to Computer Science. 1st ed. Brno: Konvoj, 2004. 63 p. ISBN 80-7302-089-0.

NEMATI, H R. – YANG, L. Applied Cryptography for Cyber Security and Defense: Information Encryption and Cyphering. IGI Global, 2010. 407 p. ISBN 978-1-61520-783-1.

PostgreSQL: introduction and concepts. Boston, MA: Addison-Wesley, 2001. 461 p. ISBN 0-201-70331-9.

# Syllabus for the course

## BUSINESS PLAN

<b>Course code:</b>	MSPA
<b>Course title in Czech:</b>	Podnikatelský plán v AJ
<b>Course title in English:</b>	Business Plan
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Dr. Ing. Miloš Drdla, MBA
<b>Course supervising department:</b>	Department of Business Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Dr. Ing. Miloš Drdla, MBA (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	Business Economics I or Business Economics I or Business Economics 1

### Aim of the course and learning outcomes:

Aim of the subject is to determine basic and necessary prerequisites of starting business, especially in the area of small and medium-sized entities. Characteristics of the business environment in the Czech Republic are provided in connection with the EU membership, and the specifics of chosen industries are discussed as well.

### Course content:

- 1. Entrepreneurship as a source of economic and social development** (lectures: 4, seminars: 1)
  - a) Aspects and importance of small and medium-sized entities.
  - b) Reasons for entrepreneurship.
  - c) Risks of entrepreneurship.
  - d) History of entrepreneurship in the Czech Republic.
- 2. Typology of business entities** (lectures: 2, seminars: 0)
- 3. Non-trade entrepreneurship** (lectures: 1, seminars: 0)
- 4. Trade entrepreneurship** (lectures: 3, seminars: 0)
- 5. Starting-up a business** (lectures: 6, seminars: 2)
  - a) Legal form of business. Positives and negatives from the viewpoint of SMEs.
  - b) Business plan and starting-up budget.
  - c) Operational aspects of business operations.
- 6. Economic life, perspectives and threats of SMEs** (lectures: 6, seminars: 0)
  - a) Relations of SMEs to their environment (government, employees etc.).
  - b) Entrepreneurial bodies.
  - c) Economic competition.
  - d) Decline of a business entity.
- 7. Support of SMEs in the Czech Republic and on the EU level** (lectures: 4, seminars: 0)

## 8. Specifics of chosen industries in the Czech republic (lectures: 0, seminars: 8)

### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	28
writing of seminar paper	42
<b>Total</b>	<b>112</b>

### Assessment methods:

Final evaluation is based on elaboration and presentation of seminar work (team project) while it has a weight of 30 per cent in the final mark.

Exam is written. A student enrolls for the exam through the University Information System just after gaining the credit. Weight of exam in the final mark is 70 per cent.

### Recommended reading and other learning resources:

#### Basic:

ABRAMS, R. – VALLONE, J. Business plan in a day: get it done right, get it done fast. Chichester, UK: Capstone, 2008. 175 p. ISBN 978-1-84112-804-7.

Process-based strategic planning. 3rd ed. Berlin: Springer Verlag, 380 p. ISBN 3-540-23571-X.

TAPPING, D. – LUYSER, T. – SHUKER, T. Value stream management : eight steps to planning, mapping, and sustaining lean improvements. New York: Productivity Press, 2002. 169 p. ISBN 156327-245-8.

TIFFANY, P. – BARROW, C. – PETERSON, S. Business Plans for Dummies. England: John Wiley & Sons, Ltd, 2004. 378 p. ISBN 0-7645-7026-9.

#### Recommended:

GOFFIN, K. Innovation management: strategy and implementation using the pentathlon framework. 2nd ed. Basingstoke: Palgrave Macmillan, 2010. 395 p. ISBN 978-0-230-20582-6.

Encyclopedia of technology and innovation management. Chichester: Wiley, 2010. 546 p. ISBN 978-1-405-16049-0.

PALEPU, K G. et al. Business analysis and valuation: text & cases. Andover: South-Western Cengage Learning, 2007. 788 p. ISBN 978-1-84480-492-4.

PORTER, M E. Competitive advantage : creating and sustaining superior perfor. 1st ed. New York: Free Press, 2004. 557 p. ISBN 0-7432-6087-2.

# Syllabus for the course

## BUSINESS MANAGEMENT SEMINAR

<b>Course code:</b>	ENA-SRP
<b>Course title in Czech:</b>	Seminář řízení podniku v AJ
<b>Course title in English:</b>	Business Management Seminar
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Pass credit (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/4 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Jiří Duda, Ph.D.
<b>Course supervising department:</b>	Department of Management (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Jiří Duda, Ph.D. (examiner, instructor, lecturer, supervisor, tutor) Ing. Radovan Kožíšek, Ph.D. (examiner, instructor, lecturer, tutor) doc. Ing. Hana Stojanová, Ph.D. (examiner, instructor, lecturer, tutor) Lic. Silvie Zámečník (examiner, instructor, lecturer, tutor) doc. Ing. Pavel Žufan, Ph.D. (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

Aim of the course is to get the students acquainted with the principles of implementation of the process approach into business practice with a specific focus on the trade businesses. The course comes from the fact, that the process approach currently represents a basis of certification of any management system (quality, safety and protection of health at work, environmental management etc.), and as such it is indispensable. Students will be ready to perform process analysis as the basic source of information for process optimization.

### Course content:

- 1. Project management** (lectures: 0, seminars: 12)
  - a) Project management vs. managing by projects
  - b) Project process and life cycle
  - c) Tools applicable in particular stages of project management
- 2. Process approach to management** (lectures: 0, seminars: 12)
  - a) Process approach context in theories of management
  - b) Process mapping techniques, SIPOC
- 3. Operations in the process approach** (lectures: 0, seminars: 4)
  - a) Operations strategy
  - b) Product design
  - c) Operation system design
  - d) Planning and managing operations
- 4. Product design** (lectures: 0, seminars: 12)



- a) Stages of product design
  - b) Differences in different types of systems (production vs. services)
  - c) Practical aspects of design/development process
5. **Operation system design** (lectures: 0, seminars: 2)
- a) Deciding on location
  - b) Facility layout
6. **Operations planning and management** (lectures: 0, seminars: 6)
- a) Principles of theory of constraints
  - b) Capacity planning, inventory management
7. **Quality management** (lectures: 0, seminars: 4)
- a) TQM, ISO, EFQM
  - b) Quality in trade and services

#### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
practice	18
seminar	8
professional educational excursion	4
consultation	4
project work	8
workshop	8
public presentation (oral)	6
preparation for exam	0
preparation for regular assessment	16
preparation of presentation	40
elaboration and execution of projects	46
writing of seminar paper	10
<b>Total</b>	<b>168</b>

#### Assessment methods:

The course is finished with submission and group presentation of the assigned project (project proposal), which comes from the group work throughout the semester. The project and its presentation has to fulfil the conditions defined at the beginning of the semester.

#### Recommended reading and other learning resources:

Basic:

SVOZILOVÁ, A. Projektový management – Systémový přístup k řízení projektů. Praha: Grada Publishing, 2011. ISBN 978-80-247-3611-2.

SVOZILOVÁ, A. Zlepšování podnikových procesů. 1st ed. Praha: Grada, 2011. 223 p. Expert. ISBN 978-80-247-3938-0.

VEBER, J. – HŮLOVÁ, M. – PLÁŠKOVÁ, A. et al. Management kvality, environmentu a bezpečnosti práce: legislativa, systémy, metody, praxe. 2nd ed. Praha: Management Press, 2010. 359 p. ISBN 978-80-7261-210-9.

RÁBOVÁ, I. et al. Podniková architektura – strategický nástroj v rukou manažera. Brno: Tribun EU, 2008. 132 p. 1. ISBN 978-80-7399-568-3.

# Syllabus for the course

## BUSINESS LAW 1

<b>Course code:</b>	EBA-OP1
<b>Course title in Czech:</b>	Obchodní právo 1 v AJ
<b>Course title in English:</b>	Business Law 1
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Mgr. Bc. Ondřej Pavelek, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Bc. Ondřej Pavelek, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Legal Environment of a Business

### Aim of the course and learning outcomes:

The student will gain the knowledge necessary for orientation in the business law. The student will acquire a systemic understanding of Czech business law and its effect on social relations.

### Course content:

- 1. Competition** (lectures: 6, seminars: 3)
  - a) cartel
  - b) abuse of dominant position
  - c) merger control
- 2. Trading** (lectures: 6, seminars: 3)
  - a) conditions trade
  - b) types of trade
  - c) agent in charge of the trade
  - d) business promises
- 3. Insolvency** (lectures: 4, seminars: 2)
  - a) bankruptcy order
  - b) restructuring
  - c) discharge
- 4. Contractual relationships** (lectures: 12, seminars: 6)
  - a) creation, modification and termination of the contractual relationships
  - b) securing and corroboration of debts
  - c) basic types of contracts

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	60
preparation of presentation	10
<b>Total</b>	<b>112</b>

**Assessment methods:**

small credit („malý zápočet“)

In order to obtain a small credit the student

- a) must attend at least 9 of the 12 full-time seminars (i.e. 3 absences are allowed)
- b) receive at least 50% points for the presentation (Max. 10, min. 5 points)

Final exam

Passing of the module occurs through awarding of credit by the means of test. The test consists of 9 open questions/examples, each of them assessed by 10 points.

The final grade is given by the collected number of points, that is

- less than 60 points F,
- 60 points and more E,
- 68 points and more D,
- 75 points and more C,
- 83 points and more B
- and 90 points and more A.

In the case of distance teaching, all will be done through the Microsoft Teams application.

**Recommended reading and other learning resources:**

Basic:

KYNCL, L. – PAVELEK, O. International Trade Law – Teaching text. 1st ed. Brno: Mendelova univerzita v Brně, 2020. 142 p.

# Syllabus for the course

## BUSINESS ICT MANAGEMENT

<b>Course code:</b>	ENA-RIP
<b>Course title in Czech:</b>	Řízení ICT v podniku v AJ
<b>Course title in English:</b>	Business ICT Management
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Jaromír Landa, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Jaromír Landa, Ph.D. (supervisor)
<b>Prerequisites:</b>	not Řízení ICT v podniku and Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of the course is to gain a general knowledge about the needs of a modern business and about possibilities of ICT equipment, and also to gain an ability to employ acquired skills of available modern technologies in managing emerging business, especially at financial aspects of decision making in the field of ICT.

### Course content:

- 1. Building an infrastructure of company computer network** (lectures: 4, seminars: 4)
  - a) Hardware of company workplaces
  - b) Design and implementation of computer network, necessary components
  - c) Domain management, connectivity to the Internet
  - d) Network application services, their quality and the possibility of using
- 2. Security policy and protection of ICT** (lectures: 2, seminars: 2)
  - a) Confidentiality of transmitted and stored data, encryption
  - b) Security of infrastructure and of network services, monitoring, servicing
  - c) "The ten commandments of security" for an end user
  - d) Legal terms pursuant to § 182 and § 230–232 of the Penal Code
- 3. External presentation of a company** (lectures: 6, seminars: 6)
  - a) Corporate design
  - b) Content management systems and webhostings
  - c) Multimedia as a part of the company presentation
- 4. Decision about ICT purchase and management** (lectures: 6, seminars: 0)
  - a) Specification of requirements
  - b) Market research
  - c) Public Procurement Act
  - d) Tenders in public administration

e) Financial aspects of decision making

**5. Software equipment and business information systems** (lectures: 4, seminars: 0)

a) Choice of operating system and of application software

b) OpenSource systems and technologies

c) Analysis of IS requirements

d) Design of information system

e) Implementation and administration of IS

**6. ICT tools for project management** (lectures: 2, seminars: 0)

a) Project management applications

b) Tools for controlled documentation support

c) Filing service

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	24
practice	12
consultation	14
public presentation (oral)	2
preparation of presentation	8
elaboration and execution of projects	52
<b>Total</b>	<b>112</b>

**Assessment methods:**

At the beginning of the semester, students will prepare an initial study- in the study they will attempt to propose (based on previous knowledge and experience) an optimal solution for a given company with specified requirements (specialization, number of employees, geographic location, etc.). During the semester, students will become familiar with the current trends in ICT and they will also get a managerial perspective on decision-making about ICT. The final project will contain a complex analysis of the needs of the company and a detailed proposal in particular areas (hardware, software, external presentations), including the financial implications. The course is completed by a defence of this project. Students can get up to 100 points from the projekt.

Points for grade: less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B a 90 points and more A.

**Recommended reading and other learning resources:**

Basic:

DANNHOFFEROVÁ, J. Velká kniha barev: kompletní průvodce pro grafiky, fotografy a designéry. 1st ed. Brno: Computer Press, 2012. 352 p. ISBN 978-80-251-3785-7.

SMEJKAL, V. – RAIS, K. Řízení rizik ve firmách a jiných organizacích. 4th ed. Praha: Grada, 2013. 483 p. ISBN 978-80-247-4644-9.

ERL, T. – MAHMOOD, Z. Cloud computing: concepts, technology & architecture. Upper saddle river: Prentice hall, 2013. 487 p. ISBN 978-0-13-338752-0.

HORÁK, J. – KERŠLÁGER, M. Počítačové sítě pro začínající správce. 5th ed. Brno: Computer Press, 2011. 303 p. ISBN 978-80-251-3176-3.

# Syllabus for the course

## BUSINESS FINANCE

<b>Course code:</b>	EBA-PF
<b>Course title in Czech:</b>	Podnikové finance v AJ
<b>Course title in English:</b>	Business Finance
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Soňa Hurná, CSc.
<b>Course supervising department:</b>	Department of Business Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Soňa Hurná, CSc. (supervisor) Ing. Petr Polák, Ph.D. (examiner, instructor, lecturer)
<b>Prerequisites:</b>	not Final Bachelor Exam and not Business Finance

### Aim of the course and learning outcomes:

The student will obtain basic knowledge of corporate finance, including the basis of financial management and decision making. The aim of the subject is to learn to read and interpret corporate finance data, based on them to prepare the basis for decision making in corporate finance. The students will be also able to assess and optimize the overall financial situation of a company and its partial components.

### Course content:

- 1. Introduction to business finance** (lectures: 2, seminars: 2)
  - a) Role of financial management
  - b) Financial objectives of a company and hierarchy of financial objectives
  - c) Financing rules
- 2. Information sources for financial management** (lectures: 4, seminars: 2)
  - a) Structure of assets and liabilities
  - b) Profit/loss recording
  - c) Cash-flow, methods of calculation
  - d) External sources
- 3. Sources and forms of short-term financing.** (lectures: 2, seminars: 2)
  - a) Short-term financing, business loans
  - b) Short-term bank loans, other short-term liabilities
- 4. Long-term financing** (lectures: 4, seminars: 2)
  - a) Depreciation and other form of internal financing
  - b) Risk capital
  - c) Other sources of external financing, lease, subsidy
- 5. Current assets management** (lectures: 4, seminars: 6)

- a) Structure and extent, optimal value
- b) Stock, loan, credit and cash management.
- c) Current assets and liquidity.

6. **Financial analysis** (lectures: 4, seminars: 6)

- a) Indicators of rentability, liquidity, turn-over, indebtness and firm value
- b) Interpretation of financial indicators, financial health
- c) Systems of financial indicators

7. **Financial planning** (lectures: 2, seminars: 0)

- a) Financial aims, financial process
- b) Long-term and short-term financial planning

8. **Capital and investment decision making** (lectures: 2, seminars: 4)

- a) Financial criteria of investment.
- b) Risk analysis
- c) Investment life-cycle

9. **Special forms of financing, financing during firm life-cycle** (lectures: 2, seminars: 2)

10. **Firm set-up and start-up costing and planned accounting statements** (lectures: 2, seminars: 2)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	40
preparation for regular testing	44
<b>Total</b>	<b>140</b>

**Assessment methods:**

The assessment in the course of educational part of semester is based on written tests. To pass the assessment, a student shall gain at least 30 points in total of 50 points available.

A student shall write the in-the-course tests in seminars he is enrolled in. Substitutive terms for written tests (only for students excused properly according to the study and examination rules) will take place 1-2 weeks after the regular ones.

The exam has written form. Ordinarily a student shall answer open questions, solve the tasks by reasoning or interpreting data, deal with exercises and handle similar tasks. A student shall apply for the exam through University information system only after obtaining the in-the-course assessment.

To pass the exam, a student shall obtain at least 30 points of 50 points available.

The final grade depends on sum of points obtained within in-the-course assessment and points obtained at written exam in the following way: A=100-90, B=89-83, C=82-75, D=74-68, E=67-60.

**Recommended reading and other learning resources:**

Basic:

JORDAN, B. – ROSS, S. – WESTFIELD, R. Essentials of Corporate Finance. New York: McGraw-Hill, 2017. ISBN 978-1-259-27721-4.

KIDWELL, D S. – BATES, T. – PARRINO, R. Fundamentals of Corporate Finance. New York: Wiley, 2015. 832 p. ISBN 978-1-118-96129-2.

Recommended:

DAMODARAN, A. Applied corporate finance. New York: John Wiley & Sons, 2015. 656 p. ISBN 978-1-118-80893-1.

WESTERFIELD, R W. – ROSS, S A. – JORDAN, B D. Fundamentals of corporate finance. New York: McGraw-Hill/Irwin, 2013. ISBN 978-0-07-803463-3.

BREALEY, R A. – ALLEN, F. – MYERS, S C. Principles of corporate finance. 11th ed. Maidenhead: McGraw-Hil, 2014. 889 p. The McGraw-Hill/Irwin series in finance, insurance, and real estate. ISBN 978-0-07-715156-0.



# Syllabus for the course

## BUSINESS ECONOMICS 2

<b>Course code:</b>	ENA-PE
<b>Course title in Czech:</b>	Podniková ekonomika 2 v AJ
<b>Course title in English:</b>	Business Economics 2
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. Pavel Syrovátka, Ph.D.
<b>Course supervising department:</b>	Department of Business Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. Pavel Syrovátka, Ph.D. (supervisor)
<b>Prerequisites:</b>	Final Bachelor Exam and not Business Economics II

### Aim of the course and learning outcomes:

Student is acquainted with the issues of business economics in a broader context so that he is ready to plan, manage, organize and control business activities. Within the management and administration of the company, the student is able to identify inefficient processes and then, using other managerial and economic tools, propose possible improvements, including quantification of their economic impacts.

### Course content:

- 1. Introduction to the study of managerial economics** (lectures: 4, seminars: 2)
  - a) business economics and managerial economics
  - b) subject and tools of managerial economics
  - c) stakeholder groups, their goals and business behavior
- 2. Demand and sales of the company** (lectures: 6, seminars: 6)
  - a) demand and sales of the company
  - b) market demand models, sensitivity analysis of demand functions
  - c) prediction of demand development
- 3. Production and sales – production economics** (lectures: 12, seminars: 10)
  - a) production base of the company, production capacity, size and range of production
  - b) productivity of production factors and its development, cost of production
  - c) modeling of production and cost functions, economic optimization of production, creation and management of stocks
  - d) operating profit and its composition, turning point, profit maximization, profitability of production and sales
- 4. Enterprise within the market and industry** (lectures: 6, seminars: 6)
  - a) product verticals and the competitive environment of markets
  - b) pricing and production strategies of companies
  - c) business cooperation and integration, mergers and acquisitions

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for regular assessment	22
preparation of presentation	15
elaboration of reports	32
Defence of the semester project	1
<b>Total</b>	<b>112</b>

**Assessment methods:**

The student writes and submits a semester project, which is focused on improving the financial results of the selected company. The student will receive up to 60 points for this submitted project. The student receives credit-course for continuous work on a semester project, see three control outputs and submission of the final version of the project. With active processing of control outputs, the student can achieve up to 20 points, which are included in his final evaluation. The final exam also includes an oral defense of the project, for which the student can get up to 20 points. The final evaluation of the student is then given by the sum of all his achieved points, as follows: A 90 and more, B 89-83, C 82-75, D 74-68, E 67-60, F 59 and less.

**Recommended reading and other learning resources:**

Basic:

BAYE, M R. – PRINCE, J. Managerial economics and business strategy. 8th ed. Maidenhead [u.a.: McGraw-Hill Education, 2013. 636 p. The McGraw-Hill series economics. ISBN 978-0-0771-5450-9.

BODMER, E. Corporate and Project Finance Modeling. Hoboken: John Wiley & Sons, Inc., 2015. 600 p. ISBN 978-1-118-85436-5.

Recommended:

BENDER, R. Corporate Financial Strategy. 4th ed. Abingdon: Routledge, 2014. 390 p. ISBN 978-0-415-64041-1.

COLLINS, J. – PORRAS, J I. Built to Last: Successful Habits of Visionary Companies. New York: Harper Collins, 2011. 368 p. ISBN 978-0-06-211908-7.

# Syllabus for the course

## BIOECONOMICS 1

<b>Course code:</b>	EBA-BE
<b>Course title in Czech:</b>	Bioekonomie 1 v AJ
<b>Course title in English:</b>	Bioeconomics 1
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Pawan Kumar Mishra, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Lukáš Kala, Ph.D. (tutor) JUDr. Hana Kelblová, Ph.D. (tutor) Ing. Michaela Menšíková, MSc, Ph.D. (tutor) Ing. Pawan Kumar Mishra, Ph.D. (examiner, instructor, lecturer, supervisor, tutor) Mgr. Bc. Ondřej Pavelek, Ph.D. (examiner, instructor, lecturer, tutor) doc. PhDr. Martina Rašticová, Ph.D. (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	not Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of this course is to develop knowledge and skill in the following areas: introduction and background of Bioeconomics, Biorefineries and bioproducts, Policy and social aspects of the transition to bioeconomy, Modelling and tools in bioeconomics.

### Course content:

- 1. Introduction to Bioeconomics** (lectures: 4, seminars: 2)
  - a) History and Background
  - b) Concepts, Definitions and Terminologies
  - c) Circular Economy vs. Bioeconomy (Overlaps and Differences)
- 2. Biorefineries and Bioproducts:** (lectures: 8, seminars: 4)
  - a) Biomass (Definition, classification and sources, Biorefineries vs. Factors affecting the choices of biomass for biorefinery).
  - b) Technical operations in biomass processing. Classification of Biorefineries based on nature of biomass.
  - c) Biofuels vs. Bioproducts. Design aspects of a biorefinery
- 3. Policy and social aspects of the transition to Bioeconomy** (lectures: 4, seminars: 4)
  - a) Stakeholders Strategies, EU strategy for transition into bioeconomy
  - b) Requirements for a successful transition
  - c) Employment and Ageing in a bioeconomy, Case studies, and future potential
- 4. Markets and Bio-products** (lectures: 4, seminars: 2)

- a) Supporting and limiting factors in demand and supply of bioproducts
- b) Derivatives of Demand and supply functions, supply and demand effects on the bioproduct markets
- c) Policy instruments to support bioeconomy: Tariffs and Subsidies, the concept of energy and carbon tax

5. **Economics of Primary Production** (lectures: 4, seminars: 2)

- a) Investment Appraisal: introduction to Discrete Discounting, Continuous Discounting, Average Cost-Covering for Bioenergy, cost- benefit analysis and environmental
- b) Biological growth function and bio-economic modelling of plantations.

6. **Introduction to the Modelling and tools for Bioeconomy** (lectures: 4, seminars: 2)

- a) Concept of Scenarios and scenario building
- b) Approaches and models used for development pathways assessment
- c) Introduction to the economics models used in Bioeconomy

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	32
preparation for regular assessment	24
preparation of presentation	14
elaboration and execution of projects	34
writing of seminar paper	14
Other workload	8
<b>Total</b>	<b>168</b>

**Assessment methods:**

The graduation of this course is through an oral exam.

The course has a completion corresponding to a uniform rating scale of 0 to 100 points, in the following form: less than 60 points F, 60 points and more E, 68 points and more D, 75 points and more C, 83 points and more B and 90 points and more A.

**Recommended reading and other learning resources:**

Basic:

Bioeconomics of invasive species: integrating ecology, economics, policy, and management. Oxford: Oxford University Press, 2009. 298 p. ISBN 0-19-536797-9.

Mathematical bioeconomics: the mathematics of conservation. 3rd ed. Hoboken, N.J.: Wiley, 368 p. Pure and applied mathematics. ISBN 978-0-470-37299-9.

A Sustainable Bioeconomy: The Green Industrial Revolution. 2017. ISBN 9783319556376. URL: <http://dx.doi.org/10.1007/978-3-319-55637-6>.

EKIELSKI, A. – MISHRA, P K. Lignin for bioeconomy: The present and future role of technical lignin. International Journal of Molecular Sciences. 2021. v. 22, no. 1, ISSN 1661-6596. URL: <https://www.mdpi.com/1422-0067/22/1/63>

The bioeconomy: delivering sustainable green growth. 2018. ISBN 9781786392756. URL: <http://dx.doi.org/10.1079/9781786392756>.

Towards a Sustainable Bioeconomy: Principles, Challenges and Perspectives. 1st ed. Springer International Publishing, 2018. 552 p. World Sustainability Series. ISBN 978-3-319-73028-8.

# Syllabus for the course

## BIOECONOMICS 2

<b>Course code:</b>	ENA-BE
<b>Course title in Czech:</b>	Bioekonomie 2 v AJ
<b>Course title in English:</b>	Bioeconomics 2
<b>Semester:</b>	SS 2021/2022
<b>Mode of completion and number of credits:</b>	Exam (6 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	master continuing
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Pawan Kumar Mishra, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	JUDr. Hana Kelblová, Ph.D. (tutor) Ing. Michaela Menšíková, MSc, Ph.D. (instructor, lecturer) Ing. Pawan Kumar Mishra, Ph.D. (examiner, instructor, lecturer, supervisor) Mgr. Bc. Ondřej Pavelek, Ph.D. (instructor, lecturer)
<b>Prerequisites:</b>	Final Bachelor Exam

### Aim of the course and learning outcomes:

The aim of this course is to develop knowledge and skills on applied aspects of Bioeconomics in the following areas: Introduction and background of bioeconomy for managers; Case studies from bioeconomy; Sustainability assessment; Sustainability; Environmental and social dimensions of Bioeconomy Bioeconomy on the ground: International Overview, and Economics models for bioeconomy.

### Course content:

- 1. Introduction and Background** (lectures: 8, seminars: 4)
  - a) Concepts and quick overview of bioprocess, bioproducts, and biorefineries ( market development, price-quantity equilibrium, and policy-based intervention)
  - b) Overview of Biomass and its classification, Biomass Processing Methods (Thermo-chemical, Biotechnological, Physico-chemical)
- 2. Implementation of Bioeconomy: Global scenrio** (lectures: 4, seminars: 2)
  - a) Bioeconomy in the United States of America: Vision, Resources and Opportunities, Selected Case Studies
  - b) Bioeconomy and European Union: Vision, Coordination, Resources and Potentials, Selected Case studies
  - c) Bioeconomy in Asia: Vision, Biomass and Case studies.
- 3. Multidisciplinary in Bioeconomy** (lectures: 4, seminars: 2)
  - a) Sustainability: Challenges and Potentials
  - b) Environmental Considerations: Green house gases and climate change, land-use, and biodiversity
  - c) Social aspects: Employment, Food Security, Ageing, and Threat of Corruption.
- 4. Sustainability Assessment:** (lectures: 4, seminars: 2)

- a) Life Cycle Assessment (LCA), Life-Cycle Costing (LCC), Social Life-Cycle Assessment (sLCA), Life Cycle Sustainability Assessment (LCSA).
  - b) An Overview and Introduction to the Open-Source tools for Sustainability Assessment.
5. **Economics Models for Bioeconomy** (lectures: 4, seminars: 2)
- a) Case-studies along with (Comparative overview and characteristics) for Bioeconomy using Macroeconomic, Economic Bottom-Up and, Ecological and biophysical models, and integrated assessment models
6. **Case studies from Bioeconomy** (lectures: 4, seminars: 2)
- a) Five different case studies from different parts of the world using (Lignocellulosic biomass, Oil-seeds based biomass, Biotechnology, fisheries and, industrial byproducts).

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	14
preparation for exam	32
preparation for regular assessment	24
preparation of presentation	14
elaboration and execution of projects	34
writing of seminar paper	14
Other workload	8
<b>Total</b>	<b>168</b>

**Assessment methods:**

The graduation of this course is through an oral exam.

**Recommended reading and other learning resources:**

Basic:

Bioeconomics of invasive species: integrating ecology, economics, policy, and management. Oxford: Oxford University Press, 2009. 298 p. ISBN 0-19-536798-7.

Economics and ecology in agriculture and marine production: bioeconomics and resource use. Cheltenham: Edward Elgar, 2003. 365 p. ISBN 1-84376-020-7.

Mathematical bioeconomics: the mathematics of conservation. 3rd ed. Hoboken, N.J.: Wiley, 368 p. Pure and applied mathematics. ISBN 978-0-470-37299-9.

A Sustainable Bioeconomy: The Green Industrial Revolution. 2017. ISBN 9783319556376. URL: <http://dx.doi.org/10.1007/978-3-319-55637-6>.

EKIELSKI, A. – MISHRA, P K. Lignin for bioeconomy: The present and future role of technical lignin. International Journal of Molecular Sciences. 2021. v. 22, no. 1, ISSN 1661-6596. URL: <https://www.mdpi.com/1422-0067/22/1/63>

The bioeconomy: delivering sustainable green growth. 2018. ISBN 9781786392756. URL: <http://dx.doi.org/10.1079/9781786392756>.

Towards a Sustainable Bioeconomy: Principles, Challenges and Perspectives. 1st ed. Springer International Publishing, 2018. 552 p. World Sustainability Series. ISBN 978-3-319-73028-8.

# Syllabus for the course

## ADVANCED WORK WITH DATA

<b>Course code:</b>	EBA-PPD
<b>Course title in Czech:</b>	Pokročilá práce s daty v AJ
<b>Course title in English:</b>	Advanced Work with Data
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Mgr. Jana Dannhoferová, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Mgr. Jana Dannhoferová, Ph.D. (examiner, instructor, lecturer, supervisor, tutor)
<b>Prerequisites:</b>	(Modern Information Technologies or now Modern Information Technologies) and not Final Bachelor Exam

### Aim of the course and learning outcomes:

The course develops advanced competencies in the field of data processing in a spreadsheet editor and working in a database system. Student will understand the formats for storing different types of data, will gain knowledge and practical skills for advanced work in spreadsheet editor and for using advanced data analysis tools and will acquire principles of advanced query creation.

### Course content:

- 1. Advanced principles of work in a spreadsheet** (lectures: 8, seminars: 8)
  - a) A brief review of the basics of working in a spreadsheet
  - b) Importing data from external sources, work with data in CSV format
  - c) Advanced formatting options (conditional formatting, creation of custom formats)
  - d) Advanced options of the Office Clipboard
  - e) Creating formulas and using of selected built-in functions
  - f) Possibilities of formulas recalculation, names of cells, creation of mixed addresses and 3D links
  - g) Examples for real data processing
- 2. Advanced data analysis tools** (lectures: 6, seminars: 6)
  - a) Dividing and merging data, comparing and merging workbooks
  - b) Data verification and controlling, creation of verification rules, monitoring of formula dependencies, notes and comments
  - c) Advanced sorting and filtering options – sorting by multiple criteria, custom sorting lists, automatic filtering, creation of advanced filters
  - d) Creating summaries, reports and groupings of data, creating views and forecasts in the form of scenarios
  - e) PivotTables (PT) and graphs – creation, editing and updating, filtering, sorting and grouping of data in PT, PT based on the relation of several tables

- f) Different types of links, internal and external links to other applications, workbook sharing options
- g) Security and data export options – locking and unlocking of cells / sheets / workbook, hiding formulas, password security, working with templates, preparation and optimization of a workbook for printing

3. **Graphs** (lectures: 2, seminars: 2)

- a) Understanding the meaning of the graph, the most common types of graphs and the purpose of their usage
- b) The most common mistakes in creating of graphs, purposeful and unconscious ways of manipulating the graph
- c) Aesthetics of graph and chartjunk
- d) Advanced spreadsheet editor tools for creating graphs (eg combined graph type, minor axis, minigraphs)

4. **Forms** (lectures: 2, seminars: 2)

- a) Working with the built-in Form tool
- b) Form controls, their formatting, protection and practical usage
- c) Options for linking controls to cells and graphs (eg displaying a value instead of the serial number of the selected item)
- d) Options of form controlling by macros created in VBA

5. **Relational database and SQL language** (lectures: 10, seminars: 10)

- a) Design of data model, database management system, types of relationships between sets of entities, principle of relational database model
- b) Normal forms of database relations, referential integrity
- c) SQL language and its commands for defining the data structure and for creating and managing database content
- d) SQL query creation – projection, restrictions and joins, sorting results, database functions and grouping of results

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
consultation	4
preparation for exam	80
<b>Total</b>	<b>140</b>

**Assessment methods:**

The course consists of seminars and lectures (participation is not mandatory but desirable). The course ends with a final exam, which consists of two parts (data processing in a spreadsheet and work with data in a database system). The student is obliged to complete both parts in the form of a continuous test. Each test is worth 50 points and it is necessary to obtain at least 30 points for successful passing. Otherwise, the test must be repeated. Each test can be repeated a maximum of twice, the last result achieved is valid.

The final evaluation is given by the total number of points as follows:

A (at least 90 points), B (83 points), C (75 points), D (68 points), E (60 points).

In the case of fraudulent conduct, the verification of knowledge will be assessed as unsuccessful and disciplinary proceedings will be initiated.



## Recommended reading and other learning resources:

### Basic:

ROESER, M B. Oracle Database SQL Language Reference, 12c Release 1 (12.1). [online]. 2017. URL: <https://docs.oracle.com/database/>

WILTON, P. – COLBY, J W. Beginning SQL. Wrox, 2011. 519 p. ISBN 978-0-764-57732-1.

LINOFF, G. Data Analysis Using SQL and Excel. New York City: John Wiley, 2015. ISBN 978-1-119-02143-8.

Beginning Power BI: A Practical Guide to Self-Service Data Analytics with Excel 2016 and Power BI Desktop. 2017. ISBN 9781484225776. URL: <http://dx.doi.org/10.1007/978-1-4842-2577-6>.

JELEN, B. – ALEXANDER, M. Excel 2016: pivot table data crunching. Indianapolis, Indiana: QUE, 417 p. ISBN 978-0-7897-5629-9.

# Syllabus for the course

## ACADEMIC WRITING

<b>Course code:</b>	EBA-AKP
<b>Course title in Czech:</b>	Akademické psaní v AJ
<b>Course title in English:</b>	Academic Writing
<b>Semester:</b>	SS 2022/2023
<b>Mode of completion and number of credits:</b>	Pass credit (2 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 1/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Mgr. Martin Lakomý, Ph.D.
<b>Course supervising department:</b>	Department of Law and Social Sciences (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Martin Lakomý, Ph.D. (supervisor)
<b>Prerequisites:</b>	not Final Bachelor Exam

### Aim of the course and learning outcomes:

The course introduces students to the practice of academic writing and provides a basis for further study. Students will learn about academic sources and to use them correctly in their own work.

Study outputs:

- The student understands the meaning of the original text in the academia;
- The student is able to search for and recognize quality resources;
- The student works effectively with resources and uses tools for their management;
- The student correctly uses various sources in his own texts and correctly refers to them;
- The student is able to extract a key idea from a given text and thinks critically about the text;
- The student is able to summarize and paraphrase a text;
- The student is able to justify and defend their own ideas.

### Course content:

1. **Course introduction and motivation** (lectures: 1, seminars: 0)
2. **Searching for sources** (lectures: 1, seminars: 2)
  - a) Databases with paid access
  - b) Databases with free access and their pitfalls
3. **Using sources** (lectures: 3, seminars: 6)
  - a) Source management
  - b) Referencing
  - c) Using textual and non-textual information
  - d) Plagiarism prevention
4. **Academic writing** (lectures: 8, seminars: 6)
  - a) Critical reading (source credibility, extracting key ideas)
  - b) Summarizing
  - c) Paraphrasing

- d) Argumentation
- e) Structure of academic papers
- f) Creative writing
- g) Related issues and how to deal with them

#### Learning activities and teaching methods:

Type of teaching method	Hours of workload
	Daily attendance
lecture	14
practice	14
preparation for regular assessment	8
writing of seminar paper	20
<b>Total</b>	<b>56</b>

#### Assessment methods:

40%: activity during the seminars and individual/group tasks from the seminars.

60%: Essay – a literature review on a selected (and approved by teacher) topic related to the currently studied subject. In the group essay, the students demonstrate the ability to apply the acquired knowledge (finding suitable sources, citing, summarizing and paraphrasing, argumentation). The essay can be re-submitted twice.

Plagiarism in the essay will be evaluated 0 points and will lead to disciplinary hearing, for the correction in which case it will be necessary to choose a new topic and write a new essay.

#### Recommended reading and other learning resources:

Basic:

Academic writing: a handbook for international students. London: Routledge, Taylor & Francis Group, 2018. 312 p. ISBN 978-1-138-04874-4.

WEYERS, J. – MCMILLAN, K. How to Cite, Reference & Avoid Plagiarism at University. England: Pearson Education Limited, 2013. ISBN 978-0-273-77336-8.

FOLTÝNEK, T. How to Avoid Plagiarism. [online]. 2021. URL: <https://karolinum.cz/data/book/24023/9788024648163%20Foltynek%20%20How%20to%20avoid%20plagiarism.pdf>.

UNIVERSITY, W.S. American Psychological Association (APA) referencing style guide. [online]. 2020. URL: <https://library.westernsydney.edu.au/apa>

Recommended:

WILLIAMS, K. – DAVIS, M. Referencing & understanding plagiarism. Basingstoke: Palgrave Macmillan, 2017. 155 p. ISBN 978-1-137-53071-4.

# Syllabus for the course

## PERL PROGRAMMING LANGUAGE

<b>Course code:</b>	EBA-PRL
<b>Course title in Czech:</b>	Programovací jazyk Perl v AJ
<b>Course title in English:</b>	Perl Programming Language
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (5 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	doc. Ing. František Dařena, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. František Dařena, Ph.D. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	none

### Aim of the course and learning outcomes:

The goal is to familiarize students with the programming language Perl, a language suitable for solving tasks in the field of systems administration. The students will be able to write scripts quickly and efficiently and develop various applications.

### Course content:

- 1. Basic elements** (lectures: 8, seminars: 8)
  - a) Context
  - b) Data types, variables
  - c) Operators
  - d) Commands
  - e) Built-in functions
- 2. References** (lectures: 2, seminars: 2)
  - a) Hard and symbolic references
  - b) Multidimensional structures
- 3. Functions** (lectures: 2, seminars: 2)
- 4. Regular expressions** (lectures: 2, seminars: 2)
- 5. Modular programming** (lectures: 2, seminars: 2)
  - a) Packages, modules
  - b) Symbol tables
- 6. Object-oriented programming** (lectures: 4, seminars: 4)
  - a) Implementation of OOP in Perl
  - b) Object-oriented module interface
- 7. Systems administration** (lectures: 8, seminars: 8)

- a) Working with files and directories
- b) Interaction with operation system
- c) Programming database applications
- d) Web-based applications

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
lecture	28
practice	28
preparation for exam	20
preparation for regular assessment	14
elaboration and execution of projects	50
<b>Total</b>	<b>140</b>

**Assessment methods:**

The course is completed by a defense of the term project accompanied by a discussion. The student develops an application where he or she demonstrates the abilities in using selected chapters of Perl. Additional discussion is oriented at other substantial topics.

**Recommended reading and other learning resources:**

Basic:

CHROMATIC, C. Modern Perl. Raleigh: The Pragmatic Programmers, 2016. ISBN 1-680-50088-0.

WALL, L. – CHRISTIANSEN, T. – FOY, B. Programming Perl. Sebastopol: O'Reilly, 2012. ISBN 978-0-596-00492-7.

Recommended:

FRIEDL, J E F. Mastering Regular Expressions: Powerful Techniques for Perl and Other Tools. Beijing: O'Reilly, 1998. 342 p. ISBN 1-56592-257-3.

# Syllabus for the course

## MENDEL ENGLISH CLUB

<b>Course code:</b>	EXA-ADKR
<b>Course title in Czech:</b>	Anglický diskuzní kroužek v AJ
<b>Course title in English:</b>	Mendel English Club
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Pass credit (1 credit)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/1 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor; master continuing
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Ivo Pisařovic, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	doc. Ing. František Dařena, Ph.D. (examiner, tutor) Ing. Ivo Pisařovic, Ph.D. (examiner, instructor, lecturer, supervisor, tutor) Ing. Patrik Vaněk (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	not Mendel English Club

### Aim of the course and learning outcomes:

The aim of the course is to improve the ability to express thoughts in English. During the meetings, students have to analyse the given problem, suggest possible solutions and present their ideas. The ideas must be supported with logical arguments. The meetings typically start with a warm-up game, followed by an open argumentative discussion. The list of topics for the discussion focuses on the economic, technical and social areas of knowledge. The subject of the discussion is chosen by students. The additional goal of the course is to help students establish intercultural contacts with students from other countries.

### Course content:

#### 1. **Economic and technical areas:** (lectures: 0, seminars: 9)

- a) Global economy trends.
- b) Consumer behaviour.
- c) Education.
- d) Money.
- e) Climate changes.
- f) Information security.
- g) Information technologies.
- h) Space.

#### 2. **Social areas:** (lectures: 0, seminars: 4)

- a) Sports and healthy lifestyle.
- b) Work and study.
- c) Holidays.
- d) Traditions of different countries.

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
practice	13
professional educational excursion	5
preparation for regular assessment	10
<b>Total</b>	<b>28</b>

**Assessment methods:**

- The student must collect 9 points for active participation in the discussions.
- Each student must prepare a topic for one meeting (this also includes a warm up game).

**Recommended reading and other learning resources:**

Basic:

OXENDEN, C. – LATHAM-KOENIG, C. New English file: intermediate student's book. 1st ed. Oxford: Oxford University Press, 2007. 176 p. ISBN 978-0-19-451910-6.

Recommended:

Business Insider: International [online]. [cit. 2018-12-28]. Dostupné z: <https://www.businessinsider.com/>

Futurism: Science and Technology News, Videos, and Infographics [online]. [cit. 2018-12-28]. Dostupné z: <https://futurism.com/>

The Economist: World News, Politics, Economics, Business & Finance [online]. [cit. 2018-12-28]. Dostupné z: <https://www.economist.com>

The Guardian [online]. [cit. 2018-12-28]. Dostupné z: <https://www.theguardian.com>

# Syllabus for the course

## INTRODUCTION TO DOCUMENT DESIGN

<b>Course code:</b>	EXA-ZUD
<b>Course title in Czech:</b>	Základy úpravy dokumentů v AJ
<b>Course title in English:</b>	Introduction to Document Design
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Pass credit (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, period A 0/0, period B 2/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor; master continuing
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	RNDr. Tomáš Hála, Ph.D.
<b>Course supervising department:</b>	Department of Informatics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	RNDr. Tomáš Hála, Ph.D. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites:</b>	none

### Aim of the course and learning outcomes:

The aim is to provide an overview of the basic areas of document processing.

The student will be able to process a common professional document of a smaller scale in terms of typesetting using a template for professional documents.

### Course content:

- 1. Introduction to Document Processing** (lectures: 2, seminars: 2)
  - a) First steps with technologies
  - b) Structural markup and its advantages
- 2. Typesetting Rules** (lectures: 2, seminars: 2)
- 3. Basic Typesetting Elements** (lectures: 2, seminars: 2)
- 4. Professional Documents** (lectures: 2, seminars: 2)
  - a) Template for professional documents
  - b) Introduction to bibliographic references
- 5. Adjustment of Typesetting Parameters** (lectures: 2, seminars: 2)
- 6. Preparation of Own Professional Document; Project** (lectures: 4, seminars: 4)



**Learning activities and teaching methods:**

<b>Type of teaching method</b>	<b>Hours of workload</b>
	<b>Daily attendance</b>
lecture	14
practice	14
colloquium	6
preparation for regular assessment	14
elaboration of reports	8
writing of seminar paper	28
self-study	28
<b>Total</b>	<b>112</b>

**Assessment methods:**

The student prepares a professional document and applies the typesetting rules and other principles for document processing. During the colloquium, he will talk about the ways of processing the document, the rules of typesetting and other related topics and is able to respond in the discussion.

**Recommended reading and other learning resources:**

Basic:

FELICI, J. The complete manual of typography: a guide to setting perfect type. Berkeley: Peachpit Press, 2003. ISBN 978-0-321-77326-5.

# Syllabus for the course

## GERMAN LANGUAGE 2

<b>Course code:</b>	EBN-NJ2
<b>Course title in Czech:</b>	Němčina 2
<b>Course title in English:</b>	German Language 2
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/2 (hours of lectures per week / hours of seminars per week) part-time, 0/12 (lectures per period / seminars per period)
<b>Level of course:</b>	— <i>item not defined</i> —
<b>Course type:</b>	optional
<b>Language of instruction:</b>	Czech
<b>Course supervisor:</b>	Ing. Mgr. Šárka Jeřábková
<b>Course supervising department:</b>	Deans Office of the Faculty of Business and Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Soňa Dyková (examiner, instructor, lecturer, tutor) Ing. Mgr. Šárka Jeřábková (supervisor)
<b>Prerequisites:</b>	German Language 1 or German 1 or German K 1 or Language in Business – German

### Aim of the course and learning outcomes:

The aim of the subject is to develop and deepen students' skills of the general language (level B1.2-B2) in all its aspects (reading, writing, speaking and listening). Students will learn key vocabulary from the areas of popular issues, practice discussion and communication skills in simulated situations. Students will be able to give an advanced description of a topic and give their opinion, to read difficult texts. Students will also be able to understand spontaneous, non-rehearsed speech. Students will deepen their understanding of grammar structures.

### Course content:

1. **Career entry** (lectures: 0, seminars: 6)
  - a) Education and employment
  - b) Letter of application
  - c) Subjunctive II: unreal wishes and conditions
  - d) Final clauses
2. **Music** (lectures: 0, seminars: 6)
  - a) Private email
  - b) Blog posts
  - c) Negation words
  - d) Causal and concessive clauses
3. **Money** (lectures: 0, seminars: 6)
  - a) Online shopping
  - b) Shopping habits
  - c) Passive voice
  - d) Word formation
4. **Lifelong learning** (lectures: 0, seminars: 6)

- a) Education costs
- b) Computers
- c) The position of "nicht"
- d) Local prepositions

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload	
	Daily attendance	Combined form
practice	28	0
preparation for exam	34	0
preparation for regular assessment	50	0
<b>Total</b>	<b>112</b>	<b>0</b>

**Assessment methods:**

Completion of the subject is conditioned by four progress tests and an oral exam. The overall score for four tests must be at least 60 points. The students are then admitted to the oral exam which will comprehensively check their ability to express themselves orally. The grading scale is as follows: 100-90 points=A, 89-82=B, 81-74=C, 73-68=D, 67-60=E, 59 and fewer=F.

**Recommended reading and other learning resources:**

Basic:

PERLMANN-BALME, M. – SCHWALB, S. Sicher! B1+: Kursbuch. Deutschland: Hueber Verlag, 2012. 119 p. ISBN 978-3-19-001206-0.

ORTH-CHAMBAH, J. – PERLMANN-BALME, M. – SCHWALB, S. Sicher! B1+: Arbeitsbuch. Deutschland: Hueber Verlag, 2012. 136 p. ISBN 978-3-19-011206-7.

# Syllabus for the course

## GERMAN LANGUAGE 1

<b>Course code:</b>	EBN-NJ1
<b>Course title in Czech:</b>	Němčina 1
<b>Course title in English:</b>	German Language 1
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Pass credit (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/2 (hours of lectures per week / hours of seminars per week) part-time, 0/12 (lectures per period / seminars per period)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	optional
<b>Language of instruction:</b>	German
<b>Course supervisor:</b>	Ing. Mgr. Šárka Jeřábková
<b>Course supervising department:</b>	Deans Office of the Faculty of Business and Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Soňa Dyková (examiner, instructor, lecturer, tutor) Ing. Mgr. Šárka Jeřábková (supervisor)
<b>Prerequisites:</b>	VSTUPNI_TEST (60 , 101)

### Aim of the course and learning outcomes:

The aim of the subject is to develop and deepen students' skills of the general language in all its aspects (reading, writing, speaking and listening). Students will learn key vocabulary from the areas of popular issues, practice discussion and communication skills in simulated situations. Students will be able to give an advanced description of a topic and give their opinion, to read difficult texts. Students will also be able to understand spontaneous, non-rehearsed speech. Students will deepen their understanding of grammar structures.

### Course content:

1. **Contacts** (lectures: 0, seminars: 6)
  - a) Getting to know each other, interviews
  - b) Temporal adverbs
  - c) Adjective declination
2. **Celebrations** (lectures: 0, seminars: 6)
  - a) Invitations, make appointments
  - b) Modal particles
  - c) Verbs with prepositions
3. **On road** (lectures: 0, seminars: 6)
  - a) Make assumptions
  - b) World travel
  - c) werden + infinitive
  - d) Relative clauses
4. **Living** (lectures: 0, seminars: 6)
  - a) Housing forms
  - b) Word order

- c) temporal prepositions
- d) Word formation noun

5. **Revision** (lectures: 0, seminars: 0)

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload	
	Daily attendance	Combined form
practice	28	0
preparation for regular assessment	50	0
preparation for regular testing	34	0
<b>Total</b>	<b>112</b>	<b>0</b>

**Assessment methods:**

Completion of the subject is conditioned by four progress tests. The overall score for four tests must be at least 60 points.

**Recommended reading and other learning resources:**

Basic:

PERLMANN-BALME, M. – SCHWALB, S. Sicher! B1+: Kursbuch. Deutschland: Hueber Verlag, 2012. 119 p. ISBN 978-3-19-001206-0.

ORTH-CHAMBAH, J. – PERLMANN-BALME, M. – SCHWALB, S. Sicher! B1+: Arbeitsbuch. Deutschland: Hueber Verlag, 2012. 136 p. ISBN 978-3-19-011206-7.

# Syllabus for the course

## ENGLISH LANGUAGE 3

<b>Course code:</b>	EBA-AJ3
<b>Course title in Czech:</b>	Angličtina 3
<b>Course title in English:</b>	English Language 3
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/2 (hours of lectures per week / hours of seminars per week)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	optional
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Mgr. Šárka Jeřábková
<b>Course supervising department:</b>	Deans Office of the Faculty of Business and Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Ing. Mgr. Šárka Jeřábková (supervisor) Mgr. Filip Staněk (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	Language in Business – English or Language in Business – English or English Language 2 or student of study programme B-EMAJ Economics and Management or student of study programme B-EAMA Economics and Management or student of study programme Z-EXC Foreign students – exchange programs

### Aim of the course and learning outcomes:

The aim of the subject is to develop and deepen students' skills of the general language (C1 level) in all its aspects (reading, writing, speaking and listening). Students will learn key vocabulary from the areas of popular and academic issues, practice the ability to understand longer authentic speeches. Students will be able to read difficult factual texts, express themselves fluently and readily, will be able to describe advanced topics clearly and in detail. Students will also be able to understand spontaneous, non-rehearsed speech.

### Course content:

- 1. Advertising, business; megacities** (lectures: 0, seminars: 0)
  - a) clauses of contrast and purpose
  - b) minigrammar: *whatever, whenever*
  - c) uncountable and plural nouns
  - d) travelling-megacities
  - e) word stress with prefixes and suffixes
- 2. Science; Public speaking** (lectures: 0, seminars: 0)
  - a) articles- indefinite, definite, zero
  - b) history of science
  - c) quantifiers, all, every, both
  - d) presentation skills
  - e) pausing and sentence stress
- 3. Family issues; The world of work** (lectures: 0, seminars: 0)

- a) have: auxiliary or main verb?
- b) discourse markers: linkers
- c) family issues, personality
- d) phrasal verbs and idioms
- e) the world of work
- f) the rhythm of spoken English

**4. Past and present, memories** (lectures: 0, seminars: 0)

- a) expressing the past
- b) pronouns
- c) learning languages, idioms, collocations
- d) childhood memories, past events
- e) understanding accents, sound-spelling relationships

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload
	Daily attendance
practice	28
preparation for exam	20
preparation for regular assessment	30
preparation for regular testing	34
<b>Total</b>	<b>112</b>

**Assessment methods:**

Completion of the subject is conditioned by four progress tests and an oral exam. The overall score for four tests must be at least 60 points. The students are then admitted to the oral exam which will comprehensively check their ability to express themselves orally. The final grade will be based on the performance at the oral exam. The grading scale is as follows: 100-90 points=A, 89-82=B, 81-74=C, 73-68=D, 67-60=E, 59 and fewer=F.

**Recommended reading and other learning resources:**

Basic:

OXENDEN, C. – LATHAM-KOENIG, C. English File Upper-Intermediate Third Edition Student's Book. Oxford: Oxford University Press, 2019. 200 p. ISBN 978-0-19-455843-3.

LATHAM-KOENIG, C. – OXENDEN, C. English File Advanced Third edition Student's Book. Oxford: Oxford University Press, 2015. 176 p. ISBN 978-0-19-450239-9.

# Syllabus for the course

## ENGLISH LANGUAGE 2

<b>Course code:</b>	EBA-AJ2
<b>Course title in Czech:</b>	Angličtina 2
<b>Course title in English:</b>	English Language 2
<b>Semester:</b>	WS 2022/2023
<b>Mode of completion and number of credits:</b>	Exam (4 credits)
<b>Mode of delivery and timetabled classes:</b>	full-time, 0/2 (hours of lectures per week / hours of seminars per week) part-time, 0/12 (lectures per period / seminars per period)
<b>Level of course:</b>	bachelor
<b>Course type:</b>	required
<b>Language of instruction:</b>	English
<b>Course supervisor:</b>	Ing. Mgr. Šárka Jeřábková
<b>Course supervising department:</b>	Deans Office of the Faculty of Business and Economics (FBE)
<b>Faculty:</b>	Faculty of Business and Economics
<b>Teachers:</b>	Mgr. Matej Grochal (examiner, instructor, lecturer, tutor) Ing. Mgr. Šárka Jeřábková (supervisor) Mgr. Alice Kozová (examiner, instructor, lecturer, tutor) Mgr. Filip Staněk (examiner, instructor, lecturer, tutor)
<b>Prerequisites:</b>	English Language 1

### Aim of the course and learning outcomes:

The aim of the subject is to develop and deepen students' skills of the general language (B2 level) in all its aspects (reading, writing, speaking and listening). Students will learn key vocabulary from the areas of popular issues, practice discussion and communication skills in simulated situations. Students will be able to give an advanced description of a topic and give their opinion, to read difficult texts. Students will also be able to understand spontaneous, non-rehearsed speech. Students will deepen their understanding of grammar structures.

### Course content:

- 1. Assumptions and wishes** (lectures: 0, seminars: 0)
  - a) 2nd conditional, wishing sentences (wish)
  - b) adjectives expressing feelings, extreme adjectives and informal and slang expressions
  - c) feelings, expressing assumptions, sharing of feelings and wishes
  - d) accent in three- and four-syllable adjectives, sentence rhythm and intonation
- 2. Feelings** (lectures: 0, seminars: 0)
  - a) gerunds and infinitives – verbal expressions, used to, be used to, get used to
  - b) words of foreign origin in English, expressions connected with sleep
  - c) music and emotions, sleep, speaking of customs, routines and dreams
  - d) pronunciation of words of foreign origin
- 3. Relationships between people, human body** (lectures: 0, seminars: 0)
  - a) modal verbs in the past: must, might/may, should, can't, couldn't+have, etc.; would rather, verbs for the senses
  - b) false friends, words that are often confused, e.g.. notice/realize, raise/rise, remember/remind
  - c) human body – parts of the face, verbs and verbal expressions
  - d) relationships between people



e) letters that are not pronounced – ‘silent letters’

4. **Criminality** (lectures: 0, seminars: 0)

a) the passive, including it is said that..., he is thought to...; the expression have something done

b) crime and criminals – crimes, verbs and criminals, court trials, administrative awareness

c) pronunciation u; accent in two-syllable words

**Learning activities and teaching methods:**

Type of teaching method	Hours of workload	
	Daily attendance	Combined form
practice	28	12
preparation for exam	20	50
preparation for regular assessment	30	0
preparation for regular testing	34	50
<b>Total</b>	<b>112</b>	<b>112</b>

**Assessment methods:**

Completion of the subject is conditioned by four progress tests and an oral exam. The overall score for four tests must be at least 60 points. The students are then admitted to the oral exam which will comprehensively check their ability to express themselves orally. The final grade is based on the performance at the oral exam. The grading scale is as follows: 100-90 points=A, 89-82=B, 81-74=C, 73-68=D, 67-60=E, 59 and fewer=F.

**Recommended reading and other learning resources:**

Basic:

OXENDEN, C. – LATHAM-KOENIG, C. English File Upper-Intermediate Third Edition Student’s Book. Oxford: Oxford University Press, 2019. 200 p. ISBN 978-0-19-455843-3.