

## Courses taught in foreign languages in academic year 2020/21

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## Winter Term

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Business Ethics</b>
Course code:	KEMA/W0033
ECTS:	4
Level of course:	Bachelor/master
Teacher:	Ing. Eva Fuchsová
Term:	winter
Language of instruction:	English
Lectures/exercises:	2 per a week
Completion:	exam
Course goal:	This course introduces participants to the business ethics with attention paid to practical application. The focus of this course is how to incorporate values and ethics into business decisions, from consumer rights to corporate social responsibility. Decision making processes through ethical criteria will be demonstrated on case studies.
Abstract:	<p>Foundation of (business) ethics: virtuous and values, ethical dilemmas</p> <p>Cause of choice and factors that influence decision making process, Kohlberg's stages of moral development</p> <p>Corporate social responsibility</p> <p>Lobbying</p> <p>Insider trading</p> <p>Code of ethics, Ethics audit</p> <p>Stakeholder analysis</p> <p>Whistleblowing</p> <p>Corruption</p> <p>False marketing</p> <p>Discrimination, bullying</p> <p>Environmental dimension of business ethics</p> <p>Moral challenge of globalisation</p>

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Corporate Economics</b>
Course code:	KEMA/W0018
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Lucie Povolná
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	This optional course analyses the essential economic views of various types or organizations and their functioning within the framework of our free-market system. The main attention is paid both to the problems of marketing and human resources.
Abstract:	<ol style="list-style-type: none"> <li>1. Organizational setting, the nature of formal and informal organizations as open systems</li> <li>2. Context of the organization, classification of organizational goals, objectives and policy</li> <li>3. Organizational structure, levels and principles of organization, dimensions of structure</li> <li>4. Marketing: A philosophy of Business I, customers and consumers, marketing and selling</li> <li>5. The need for product development - Marketing II, product life cycle - its extension</li> <li>6. Adoption and diffusion of innovations - Marketing III, categories of innovations</li> <li>7. Product development - Marketing IV, product development process - strategy, tactics</li> <li>8. Strategy, strategy makers, levels of strategy, long-term objectives</li> <li>9. Strategic planning, product-market matrix, strategic plan and operational plans</li> <li>10. Human resource department activities, training and development, employment activity</li> <li>11. Organizational change and development, a model for managing people change</li> <li>12. Industrial pricing, price as a measure of value, a framework for setting industrial prices</li> <li>13. Production, types of production, aids to production</li> <li>14. Wages: Theory and practice, factors affecting wage determination, wage theories</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Introduction to Marketing</b>
Course code:	KEMA/W0018
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Lucie Povolná
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The subject introduces the marketing conception, principle and modern approach to marketing. The objective is to emphasize its interdisciplinary characteristics and significance of the marketing approach to business management.
Abstract:	<ol style="list-style-type: none"> <li>1. Basic Terms of Marketing, Its Role.</li> <li>2. Marketing Conceptions</li> <li>3. Marketing Planning</li> <li>4. Marketing Environment, External and External Factors</li> <li>5. Marketing Information System, Information, Marketing Research</li> <li>6. Buying Behaviour, Buying Decision Process, Factors Influencing the Buyer Behaviour</li> <li>7. Market Strategy: STP, Other Strategies</li> <li>8. Product: Classification, Conception, Branding, Services</li> <li>9. Product: New Products, Life Cycle</li> <li>10. Pricing, Pricing Methods</li> <li>11. Product Distribution</li> <li>12. Communication</li> <li>13. Marketing Organizing, Integration and Control</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Introduction to SAP I.</b>
Course code:	KMI/W0006
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Libor Měsíček, Ph.D.
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	Become acquainted with SAP system principles, its modules and corporate processes.
Abstract:	<ol style="list-style-type: none"> <li>1. SAP introduction</li> <li>2. System structure</li> <li>3. SD module (sales and distribution)</li> <li>4. SD module (sales and distribution) - case study</li> <li>5. SD module (sales and distribution) - case study, part two</li> <li>6. MM module (materials management)</li> <li>7. MM module (materials management) - case study</li> <li>8. MM module (materials management) - case study, part two</li> <li>9. FI module (financial accounting)</li> <li>10. FI module (financial accounting) - case study</li> <li>11. FI module (financial accounting) - case study, part two</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Knowledge Management</b>
Course code:	KEMA/W0027
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Libor Měsíček, Ph.D.
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	<p>This course is aimed at getting across the basic idea of what are knowledge sharing and knowledge driven organisations. Among others, the intention is to educate students to knowledge sharing, to teach them to implement knowledge management tools in companies, to lead knowledge employees as well as to use tools for intellectual capital evaluation.</p> <p>After the successful course completion, students will be able to share knowledge and to work with knowledge in companies. Furthermore, they will learn how to implement the knowledge management tools in companies, to coordinate the tasks of knowledge management employees; respectively to become such specialists themselves.</p>
Abstract:	<ol style="list-style-type: none"> <li>1. Definition of Knowledge Management. History, importance of knowledge management, directions of future development.</li> <li>2. Knowledge chain - data, information, knowledge. Knowledge concept classification.</li> <li>3. The knowledge management cycle</li> <li>4. Knowledge management models</li> <li>5. Knowledge capture and codification</li> <li>6. Knowledge sharing and communities of practice</li> <li>7. Knowledge application</li> <li>8. The role of organizational culture</li> <li>9. Knowledge management tools</li> <li>10. KM strategy and metrics</li> <li>11. The KM team</li> <li>12. Future Challenges for KM</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Multinational Companies</b>
Course code:	KEMA/W0012
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Sylvie Kotíková, Ph.D.,
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	<p>The course introduces students to the issue of international business, international economic relations in the context of the globalization of the world economy.</p> <p>The aim is to understand processes that will enable the company to be successful in international markets. The acquainting with the basic concepts, the theoretical background of the studied issues, reasons and methods of entering the foreign markets, incl. the determining the position of foreign direct investment and its effects in terms of global problems and the institutional environment. The characterizing the position of major international companies in world markets with an emphasis on identifying competitive advantages.</p>
Abstract:	<ol style="list-style-type: none"> <li>1. Introduction to the issues; development of global markets.</li> <li>2. Definitions of the multinational corporation (basic terms, classification).</li> <li>3. Theoretical background; development of concepts and ideas in international business.</li> <li>4. Reasons for entering foreign markets.</li> <li>5. Creation and formation of multinational corporations; methods of entering foreign markets.</li> <li>6. Foreign direct investment and their effects in the host economy.</li> <li>7. Foreign direct investment and their effects in the investor's country of origin.</li> <li>8. Corporate identity.</li> <li>9. Transnational corporations and global issues.</li> <li>10. Giants and leaders in world markets.</li> <li>11. Famous brands; marketing competitive advantage.</li> <li>12. Multinational corporations and business ethics.</li> <li>13. Revision; presentation of students.</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>StartUp Business</b>
Course code:	KEMA/W0047
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Tomáš Siviček, Ph.D.
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The goal of the practically oriented subject is to introduce students to creative methods for business idea generation and business modelling. Students can either create and fine tune their own business idea, or simulate its generation and presentation in front of investors (pitch deck). Students also train team work and English. They can consult their projects with experts. The course is suitable also for students from other faculties and Erasmus students.
Abstract:	<ol style="list-style-type: none"> <li>1. Course Introduction</li> <li>2. Personality Traits and Leadership</li> <li>3. Role of Risk</li> <li>4. Innovation and Technology Trends</li> <li>5. Business Idea Generation</li> <li>6. Introduction to Business Modelling</li> <li>7. Business Modelling II.</li> <li>8. Business Modelling III.</li> <li>9. Marketing and Segmentation</li> <li>10. Financial Sources, Budget and Financial Plan</li> <li>11. Human Resources</li> <li>12. Formal and Legal Aspects</li> <li>13. How to present/pitch</li> </ol>



Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Well-Being and Happiness</b>
Course code:	KEMA/W1102
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Julius Janáček
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of this course is to introduce students to the scientific area of well-being and happiness. In the course we will investigate what influences the quality of our lives and what makes us happy. We will study this field from different scientific perspectives.
Abstract:	<ol style="list-style-type: none"> <li>1. Introduction to the scientific area of well-being and happiness and conceptual framework. History and objectives of the research, methods of measurement and scientific techniques. Theoretical and philosophical background. Happiness vs. GDP.</li> <li>2. General trends of well-being. The happiest countries, European Union, eastern Europe, South America, etc. OECD and UN databases.</li> <li>3. Influence of finance on well-being. Developed countries vs. developing countries. Easterlin paradox. Absolute income vs. relative income.</li> <li>4. The role of institutions and their influence on life satisfaction. Government decentralization and well-being. State autonomy and well-being. Personal freedom.</li> <li>5. Social structures, social problems and life satisfaction. Impact of unemployment on the society. Impact of inflation and other economical and social phenomena.</li> <li>6. Importance of family structures. Relationships inside families, marriage, partnerships, etc. Health and well-being.</li> <li>7. Impact of media on life satisfaction: TV, internet, social networks, etc.</li> <li>8. Environment and quality of life. Ecology, pollution, global ecological problems.</li> <li>9. Unsolved problems in the area of well-being and happiness: religion, marriage, social networks, etc. Unclear causality cases.</li> <li>10. Case studies: life satisfaction in European countries. North vs. south, eastern Europe, etc. Trends, problems, possible solutions.</li> <li>11. Case studies: life satisfaction in Asian countries. China, India, Russia, Australia, etc. Local problems, future trends, ecological trends.</li> <li>12. Case studies: life satisfaction in African countries. General overview, trends, local problems, wars and conflicts, diseases, ecological problems.</li> <li>13. Case studies: life satisfaction in North America. Canada, USA, Mexico. General situation, problems, etc.</li> <li>14. Case studies: life satisfaction in South America. Local differences, local conflicts, comparison with Europe.</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Business English Conversation</b>
Course code:	KCJ/W0007
ECTS:	4
Level of course:	Bachelor and master
Teacher:	David Sharp
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to improve student's language skills by way of interactive communication aimed at a given theme. The emphasis is put on the acquirement and use of a wide array of global vocabulary as well as speaking skills through weekly oriented topics for discussions.
Abstract:	<p>WEEK 1: INTRODUCTIONS, LANGUAGE ABILITY ASSESMENT</p> <p>WEEK 2: MORALS AND ETHICS</p> <p>WEEK 3: AGRICULTURE, FOOD AND GLOBALIZATION</p> <p>WEEK 4: HUMAN RIGHTS</p> <p>WEEK 5: TRENDS OF TECHNOLOGY</p> <p>WEEK 6: PUBLIC OPINION AND SOCIAL MEDIA</p> <p>WEEK 7: THE ENVIRONMENT AND FUTURE CHALLENGES</p> <p>WEEK 8: HOUSING AND URBAN DEVELOPMENT</p> <p>WEEK 9: HEALTH AND FITNESS</p> <p>WEEK 10: INTERPERSONAL RELATONSHIPS</p> <p>WEEK 11: FINANCE AND INVESTMENTS</p> <p>WEEK 12: ART AND CULTURE</p> <p>WEEK 13: FINAL PAPER DUE</p>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>British cultural Studies</b>
Course code:	KCJ/W0041
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Mgr. Jaroslav Izavčuk
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	This course engages the broad cultural dynamics of Britain and its former colonies, with particular attention paid to the developing role of institutions and their impact on mechanisms of power, social conditions, and cultural production. Emphasis is placed on the changing discourses of British life - social, medical, ethical, religious, legal, political, monetary, scholarly, and familial.
Abstract:	<ol style="list-style-type: none"> <li>1. British cultural studies. Culture. Britain. (Popular and sophisticated culture. Britishness)</li> <li>2. Traditional Britain (Historical British representatives)</li> <li>3. National identities (Historical countries of Britain, their identities)</li> <li>4. National representatives (Modern British icons, celebrities)</li> <li>5. Place and environment. Nation and region. (Nation, country, region, county, city, town, village)</li> <li>6. Nation. Evolution. Devolution (Devolution process of Scotland, Wales and Northern Ireland)</li> <li>7. Educational changes and trends (Schools, colleges and universities)</li> <li>8. Gender, sex and the family (Sexuality and identity, family unit, parenting, marriage and divorce)</li> <li>9. Youth culture and age (Going out, staying in, sex drugs and rock'n'roll)</li> <li>10. Class and politics (Upper, middle, working class, social change)</li> <li>11. The nature of politics (Party politics, voting behaviour)</li> <li>12. Religion and heritage (Established Church, Westminster Abbey, religious festivals, religions in Britain)</li> <li>13. Present and future Britain (Europe, multi-ethnic Britain, new technology)</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Taboos and Issues</b>
Course code:	KCJ/W0056
ECTS:	4
Level of course:	Bachelor and master
Teacher:	PhDr. Hana Suchánková, Ph.D.
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	This optional course is going to develop students' conversation, presentation and discussion skills talking about and evaluating hot topics. It will present and practice some useful language structures at the same time and prepare students for their own publications or contributions.
Abstract:	<ol style="list-style-type: none"> <li>1. Taboo conversation topics</li> <li>2. Sex for sale</li> <li>3. Bribery and corruption</li> <li>4. Animal rights</li> <li>5. Marriage</li> <li>6. Telling lies</li> <li>7. Immigration and racism</li> <li>8. National stereotypes</li> <li>9. Gay families</li> <li>10. Sport and money</li> <li>11. Legalizing drugs</li> <li>12. The death penalty</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Kommunikation in Management</b>
Course code:	KCJ/W0019
ECTS:	4
Level of course:	Bachelor and master
Teacher:	PhDr. Bc. Kateřina Smejkalová, Ph.D.
Term:	winter
Language of instruction:	German
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to acquaint students with the professional rules of language and practice different styles of negotiation, conducting meetings, conferences, lectures, discussion and argument. Furthermore, after partial mastery of skills such as interpreting scientific texts and presentations.
Abstract:	<ol style="list-style-type: none"> <li>1. Career, future plans</li> <li>2. Career, future plans</li> <li>3. Work Day</li> <li>4. Work Day</li> <li>5. Advertising and forms of presentation</li> <li>6. Advertising and forms of presentation</li> <li>7. Request for space</li> <li>8. Request for space</li> <li>9. Communication during meetings</li> <li>10. Communication during meetings</li> <li>11. Information and Communication Technologies</li> <li>12. Information and Communication Technologies</li> <li>13. Human relationships, leadership styles</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Interkulturelles Training</b>
Course code:	KCJ/W0057
ECTS:	4
Level of course:	Bachelor and master
Teacher:	PhDr. Bc. Kateřina Smejkalová, Ph.D.
Term:	winter
Language of instruction:	German
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of this course is to enhance in our students the ability to adequately respond to intercultural situations. The students should acquire the rules and principles for effective communication with persons from other cultural environments and thus increase their preparedness for professional employment in the present multicultural global economy.
Abstract:	<ol style="list-style-type: none"> <li>1. Kultur: Begriff, Bedeutung, Aufgaben und Merkmale von Kultur, Kulturstandards und Kulturdimensionen (Hofstede, Trompenaars, E.T Hall)</li> <li>2. Interkulturelle Unterschiede: Kulturbedingte Unterschiede in der Kommunikation, Analyse, kulturelle Diversität</li> <li>3. Kommunikation: Grundbegriffe, Bedeutung der Kommunikation im interkulturellen Kontext</li> <li>4. Verbale und nonverbale Kommunikation: Kommunikationsstile, paraverbale und extraverbale Ausdrucksmittel</li> <li>5. Entwicklung der Sprachen: Sprachen der Welt, Fremdsprachenerwerb, GERS (Gemeinsamer Europäischer Referenzrahmen für Sprachen)</li> <li>6. Interkulturelle Kommunikation: Begrüßung, Anrede, Vorstellung, Themen für Small Talk</li> <li>7. Barriere in der interkulturellen Kommunikation (Werte, Vorurteile, Stereotypen, Kulturschock)</li> <li>8. Interkulturelle Kompetenzen: Interkulturelles Lernen, Interkulturalität</li> <li>9. Internationale Korrespondenz: Umgangsformen in der elektronischen Kommunikation, Bewerbungsschreiben, Lebenslauf, Dankbrief</li> <li>10. Interkulturelles Management: Unternehmenskultur, Konzepte interkulturellen Managements - Bewertung und Kritik, Human Resource Management</li> <li>11. Interkulturelles Training: Ziele, Inhalte, Methoden, interkulturelle Teambildung, Knigge für das internationale Business: Internationale Handelskorrespondenz, Wirtschaftsdeutsch, Anfrage, Angebot, Bestellung, Kaufvertrag, Auftragsbestätigung</li> <li>12. Tschechisch-deutsche Betriebskommunikation: Tschechisch-deutsche Kommunikation und Zusammenarbeit am Arbeitsplatz</li> <li>13. Zusammenfassung</li> </ol>

## Summer Term

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Designing for Future and Innovation</b>
Course code:	KEMA/W0052
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Tomáš Siviček, PhD.
Term:	summer
Language of instruction:	English
Lectures/exercises:	0/2 per week
Completion:	exam
Course goal:	<p>The goal of the course is to attract students of various faculties, programmes, as well as Erasmus students. Thanks to the combination of various competences and knowledge, it is possible to create conditions for searching and development of new products and services.</p> <p>The practically oriented subject allows students to familiar and try creative methods for iproblem solving, for innovation of products and services, for business idea generation and business modelling.</p> <p>The ambition of the course is to allow students to work on long-term complex assignment from companies and institutions, which require multidisciplinary and unconventional approach.</p> <p>Among the options are field trips, attendance of hackathons, innovation days, innovation sessions or similar formats.</p> <p>Students also train team work and English. They can consult their projects with experts.</p>
Abstract:	<ol style="list-style-type: none"> <li>1. Introduction + Idea generation</li> <li>2. Human centred design</li> <li>3. Design thinking</li> <li>4. Design sprint</li> <li>5. Service design</li> <li>6. Agile</li> <li>7. Scrum</li> <li>8. Digital transformation</li> <li>9. Innovation management</li> <li>10. Rapid prototyping</li> <li>11. UX</li> <li>12. Business modelling</li> <li>13. Conlusions and feedback</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Applied Economics</b>
Course code:	KEMA/W1103
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Julius Janáček
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The objective of this course is to develop the students' ability to apply economic theories to issues of both work and personal life. In the course we will work with case studies, in which it will be possible to apply economic principles introduced in economic courses.
Abstract:	<p>1+2. Unemployment. How does the government deal with unemployment? Is this method effective? What are effective ways of dealing with unemployment? Legal protection of employees, minimum wage, employment projects, work taxation, liberalization of labor market.</p> <p>3+4. Ecology. How to be ecological? How do we pollute the environment and how can we lower the pollution while maximizing the utility cost ration? Is waste separation always economical/ecological? Optimum level of pollution. Is buying goods produced in the place of sale ecological?</p> <p>5. Freedom: importance of personal freedom in economics. Protection of ownership rights, protection of human rights. Laws that restrict personal freedom. What should the government create and protect in the first place: high GDP, happiness or freedom?</p> <p>6. Energy. What are advantages and disadvantages of different sources of energy? Is solar energy always ecological and effective? Benefits and risks of different energetic resources. Perspectives of future utilization of different sources of energy. Biological energy sources.</p> <p>7+8. Free market vs government. Where is it optimal to keep free market and where is government interference needed? Market of goods (eg. property rent or groceries), labor market, monopolies, arms industry, educational system, health care system, agriculture, externalities, investment incentives.</p> <p>9. Transparency and simplicity: how can economic and general transparency and simplicity contribute to good functioning of economy and society? Administrative transparency and simplicity. Problems of bureaucracy. Exponential growth of the number of laws.</p> <p>10. Poverty, arms industry, wars, etc. Are there economic reasons for wars and poverty in the 21st century? Possible solutions to global problems.</p> <p>11+12. What is the foundation of healthy society and economy? Analysis of different factors: GDP, happiness, quality of life, legislative system, personal morale, freedom, transparency, etc.</p> <p>13+14. Presentation of project results and following discussion.</p>



Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Company Management</b>
Course code:	KEMA/W0016
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Lucie Povolná
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	This optional course is focused on the complex conception of management and its decision making process, planning, organizing and control. Moreover, even the main problems of human resources management within organizations (e.g. motivation, working in teams) are covered by this course.
Abstract:	<ol style="list-style-type: none"> <li>1. MANAGERS AND THE STUDY OF MANAGEMENT</li> <li>2. MANAGERS AND THEIR ENVIRONMENTS I</li> <li>3. MANAGERS AND THEIR ENVIRONMENTS II</li> <li>4. FOUNDATIONS OF MANAGING WORK AND ORGANIZATIONS</li> <li>5. DECISION MAKING MANAGEMENT</li> <li>6. THE PLANNING FUNCTION</li> <li>7. THE ORGANIZING FUNCTION</li> <li>8. THE CONTROLLING FUNCTION</li> <li>9. MANAGING PEOPLE IN ORGANIZATIONS I</li> <li>10. MANAGING PEOPLE IN ORGANIZATIONS II - MOTIVATION</li> <li>11. MANAGEMENT STRATEGIES FOR INCREASING MOTIVATION</li> <li>12. MANAGING WORK GROUPS</li> <li>13. LEADING PEOPLE IN ORGANIZATIONS</li> <li>14. COMMUNICATION</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>European Union</b>
Course code:	KEMA/PEURO
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Eva Fuchsová
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to understand basic principles and development trends of the functioning of the European Union, including the issues related to the Czech Republic after the EU entry. The course follows lectures on economic theory, the world economy, economic policy and economic history. Situating in the 6th semester allows students to understand the issues of the EU in a broader context (micro-, macroeconomic and regional context). After completing the course students will be able to understand historical context and social, economic and political importance of the European integration, will have a knowledge about institutional structure of the EU and position of particular agencies, will understand the governance and decision-making mechanism; will be able to analyse the main EU policies and their relation to member states.
Abstract:	<ol style="list-style-type: none"> <li>1. History of European integration and theoretical approaches to integration</li> <li>2. EU institutions; European Council; Council of the European Union; competencies, decision procedures</li> <li>3. European Parliament, European Commission, and other institutions</li> <li>4. European law and changes coming from the Lisbon Treaty</li> <li>5. Competencies in economic field, their division between the EU and member states</li> <li>6. EU internal market; basic characteristics, expected effects</li> <li>7. EU budget: functions, sources of incomes and development of structure of expenditures; monetary integration</li> <li>8. Regional and cohesion policy; common agricultural policy</li> <li>9. EU enlargement. Copenhagen criteria, economic and political aspects of enlargement</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Institutional Economics</b>
Course code:	KEMA/W0041
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Mgr. Pavol Minári, Ph.D.
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The course introduces students to the New Institutional Economics. In this course, institutions are interpreted dominantly as the rules of the games or the humanly devised constraints that shape human behavior (following the concept of Douglass North). The course employs a standard toolbox of economic theory to analyze how institutions affect the behavior of people and firms and how they affect market outcomes. Institutional change is also discusses.
Abstract:	<ol style="list-style-type: none"> <li>1. Introduction, material and institutional constraints of human behavior, institutions as the rules of the game, the old and the new institutional economics</li> <li>2. Property rights - externalities, tragedy of commons, the Coase theorem</li> <li>3. Property rights - common and private property, origins of property rights, privatization, tragedy of anticommons</li> <li>4. Intellectual property - origins and the basic concepts in the economic analysis of patents, copyright and trademark</li> <li>5. Theory of the firm (Coase, Alchian and Demsetz, Williamson, etc.)</li> <li>6. Asymmetry of information, principal agent problem and its solutions</li> <li>7. Institutions and public choice</li> <li>8. Measuring institutions, institutions and economic development</li> <li>9. Institutional change - evolution and choice</li> <li>10. Economics of religion - Weber's hypothesis and modern research on religion and economic development</li> <li>11. Normative institutional economics, consequences for economic policy</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Internet and Democracy</b>
Course code:	KEMA/W0037
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Mgr. Jiří Cieslar
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The objective of the course is to get students acquainted with the internet tools that can change the quality of democracy; the Internet can serve as a tool that can improve the quality of democracy, but at the same time, it constitutes one of its threats.
Abstract:	Seminar 1: Introduction - Internet as a liberation technology? Seminar 2: Freedom of speech Seminar 3: Online Publicness Seminar 4: Internet Discussion Seminar 5: Citizen Journalism Seminar 6: Availability of information Seminar 7: Workshop I. Seminar 8: Communication with politicians and internet petitions Seminar 9: Facebook, Twitter and demonstrations Seminar 10: eGovernment Seminar 11: Internet Voting Seminar 12: Workshop II. Seminar 13: Propaganda

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Introduction to SAP II.</b>
Course code:	KEMA/W0043
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Libor Měsíček, PhD.
Term:	summer
Language of instruction:	English
Lectures/exercises:	0/2 per week
Completion:	exam
Course goal:	Introduction to SAP principles, its modules and business processes.
Abstract:	<ol style="list-style-type: none"> <li>1. Module HCM (HR)</li> <li>2. HCM (HR) Module - business case</li> <li>3. Module HCM (HR) - business case, second part</li> <li>4. EAM Module</li> <li>5. EAM Module - business case</li> <li>6. EAM (Property) module - business case, second part</li> <li>7. Module PP (Production Planning and Production)</li> <li>8. Module PP (Production Planning and Production) - business case</li> <li>9. Module PP (Production Planning and Production) - business case, second part</li> <li>10. Module PS (Project Management)</li> <li>11. Module PS (Project Management) - business case</li> <li>12. Case studies</li> <li>13. Reserve</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Social Networks in Company</b>
Course code:	KEMA/W0042
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Libor Měsíček, Ph.D.
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to provide students with an overview of the possibilities of using methods of social network analysis in company practice, available tools and practical contribution to improve the functioning of the company, customer relations, sales of products and services.
Abstract:	<ol style="list-style-type: none"> <li>1. Network mapping history</li> <li>2. Concepts of social network analysis (node, link, metrics and so-called social networks)</li> <li>3. Methods for obtaining and analyzing data</li> <li>4. Graphic network representation and social network metrics</li> <li>5. SW tools for network analysis</li> <li>6. Professional social networks</li> <li>7. Social networks in the enterprise</li> <li>8. Company on social network</li> <li>9. Crowdsourcing / Croudfunding</li> <li>10. Travel 2.0</li> <li>11. Wikipedia</li> <li>12. Time management tools and teams</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>Topical Issues of Globalization</b>
Course code:	KEMA/W0016
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Eva Fuchsová
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The main goal of this course is to prepare students for the acquisition of primary analytical judgement with regard to global processes with the main focus on world trade changes and capital movement with emphasis on the EU, the UN, IMF and WTO information resources use. At the end of the course, students will be able to make a root cause analysis and assess the effects of global development with focus on economic growth, social development and economic policy implementation, and anticipate possible risks associated with such processes. They will be able to discuss and assess possible scenarios of economic policy of EU member states with the main focus on the Czech Republic.
Abstract:	<ol style="list-style-type: none"> <li>1. Introduction to the course: methodology, literature and other informational resources.</li> <li>2. The essence of globalization: economic integration.</li> <li>3. Globalization and regionalism.</li> <li>4. The limits to growth - sustainable development.</li> <li>5. Labour markets and migration.</li> <li>6. International movement of capital - emergence of the financial crisis.</li> <li>7. Positive real effects and risks of globalization.</li> <li>8. Subjects and forms of international economic ties.</li> <li>9. Global role of the EU - Europe 2020 strategy.</li> <li>10. Institutions, common policies and decision- making processes within the EU.</li> <li>11. States of BRIC and the so-called global triad.</li> <li>12. Differentiation between developing countries - globalization impulses.</li> <li>13. Global prospects of the Czech Republic.</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	<b>English Communication in Management II.</b>
Course code:	KCJ/W0019
ECTS:	4
Level of course:	Bachelor and master
Teacher:	PhDr. Hana Suchánková, Ph.D.
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to acquire and practice a foreign language as the professional language of marketing and management, business contacts, problems with deliveries, payments, turnovers. One component of it is also practicing oral skills in professional context with the stress on understanding and presentations.
Abstract:	<ol style="list-style-type: none"> <li>1. Ordering problems</li> <li>2. Passing on messages</li> <li>3. Exporting terms</li> <li>4. Production problems</li> <li>5. Life-cycle of a product</li> <li>6. Old-fashioned management</li> <li>7. Complaints</li> <li>8. Getting things straight</li> <li>9. Adjustment</li> <li>10. Getting paid</li> <li>11. Non-payment of invoice</li> <li>12. A farewell party</li> <li>13. Preparing a party</li> </ol>



Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Business Communication</b>
Course code:	KCJ/W0052
ECTS:	4
Level of course:	Bachelor and master
Teacher:	PhDr. Hana Suchánková, Ph.D.
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The aim of the course is to prepare participants for exam English for Business Communications, which is accredited by the Ministry of Education. The exam and the course are aimed at acquiring modern written business English. They are designed to fulfill requirements for fast and accurate international communication.
Abstract:	<ol style="list-style-type: none"> <li>1. Layout of a business letter</li> <li>2. Telephoning</li> <li>3. Different methods of communication</li> <li>4. Applying for a job</li> <li>5. Writing CVs</li> <li>6. Enquiries</li> <li>7. Reply to enquiries</li> <li>8. Orders</li> <li>9. Complaints</li> <li>10. Adjustments</li> <li>11. Reminders</li> <li>12. Preparing a presentation</li> <li>13. Secretarial correspondence</li> <li>14. Discussions</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>British Political Life and Institutions</b>
Course code:	KCJ/ W0054
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Mgr. Jaroslav Izavčuk
Term:	summer
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The course presents in English language the survey of the British and US political life and institutions. It compares the British, US and Czech establishment, traces relevant diversities and similarities in their political and institutional environments.
Abstract:	<ol style="list-style-type: none"> <li>1. THE HOUSE OF COMMONS: Parliamentary business, party system in Parliament</li> <li>2. THE HOUSE OF LORDS: Reform, Lords legal and spiritual</li> <li>3. THE CABINET: Ministers and departments</li> <li>4. 10 DOWNING STREET: Prime Ministers</li> <li>7. ELECTORAL SYSTEM: Elections, Recent results</li> <li>8. MONARCHY: Appearance, reality, nobility</li> <li>9. US Congress</li> <li>10. USA</li> <li>11. Presidential system</li> <li>12. The US Constitution</li> <li>13. Revision</li> </ol>

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	<b>Vorbereitung für Zertifikat Deutsch</b>
Course code:	KCJ/W0021
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Mgr. Jaroslav Izavčuk
Term:	summer
Language of instruction:	German
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	Preparation for ÖSD - Österreichisches Sprachdiplom
Abstract:	