



Faculty of Economics
and Management

MASTER COURSES TAUGHT IN ENGLISH

- MSc in Business Administration
- MSc in Economics and Management
- MSc in Systems Engineering and Informatics
- MSc in European Agrarian Diplomacy



www.StudyInEnglish.cz



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Foreword

Dear International Students,

It is my pleasure to introduce to you our ***Courses taught in English***, which have been prepared by our International Relations Office. This brochure provides basic information and the syllabi of the Master study programmes taught in English at our faculty.

We offer four masters and three bachelor study programmes at our faculty. They would accommodate 400 new students who will be accepted to studies in the new academic year.

MSc in Business Administration
MSc in Economics and Management
MSc in Systems Engineering and Informatics
MSc in European Agrarian Diplomacy
BSc in Economics and Management
BSc in Systems Engineering and Informatics
BSc in Business Administration

I hope you will find this brochure useful and that it will help you in planning your study. I believe you will enjoy the educational as well as cultural heritage of Prague.

During the previous year our faculty hosted more than 200 incoming Erasmus students. You will find our academic staff and administrators well prepared for your educational stay and will be happy to answer your questions. We will do our best to make you feel welcome at our University.

I am looking forward to meeting you in Prague during the next academic year.

With my best wishes,

Ing. Martin Pelikán, Ph.D.

Dean

Faculty of Economics and Management
Czech University of Life Sciences Prague



Contacts: www.StudyInEnglish.cz

Head of the International Relations Office

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MSc in Business Administration

Programme structure



MSc in Business Administration

● Programme Structure

FIRST YEAR

R e q u i r e s	1. semester		2. semester	
		Wholesale and Retail Trade (KOF, 5 ECTS)		Business Management (KŘ, 5 ECTS)
		P/C - 2/2, Ex		P/C - 2/2, Ex
		Finance (KOF, 5 ECTS)		Applied Econometrics and Economic Modelling (KE, 5 ECTS)
		P/C - 2/2, Ex		P/C - 2/2, Ex
		Economics for Managers (KE, 5 ECTS)		Diploma Thesis (5 ECTS)
		P/C - 2/1, Ex		Pass
		Innovations and Innovative Economy (KE, 5 ECTS)		
		P/C - 2/1, Ex		Final State Exam Corridor
		Marketing Management (KŘ, 5 ECTS)		
	P/C - 2/1, Ex			
	International Economics (KET, 5 ECTS)		Elective courses	
	P/C - 2/1, Ex			
E x a m i n a l C o s t r a i t e o r	Business Economics		Business Financial Management (KE,5 ECTS)	
			P/C - 2/1, Ex	
			Managerial Accounting (KOF, 5 ECTS)	
	Marketing and Trade		P/C - 2/2, Ex	
			Marketing Communication Strategy (KŘ, 5 ECTS)	
			P/C - 1/2, Ex	
	Management and Administration		Data Collection for Marketing Strategy (KŘ, 5 ECTS)	
			P/C - 2/1, Ex	
			Innovation Management (KŘ, 5 ECTS)	
			P/C - 2/1, Ex	
Management and Administration		Business Law (KPr, 5 ECTS)		
		P/C - 2/1, Ex		
		Banks and Stock Exchanges (KOF, 5 ECTS)		
		P/C - 2/1, Ex		
		Real Estates Economics (KE,5 ECTS)		
E l e c t i v e		P/C - 2/1, Ex		
		Business IS		
		P/C - 2/1, Ex		
		P/C - 2/1, Ex		
		P/C - 2/1, Ex		

MSc in Business Administration

- Programme Structure

SECOND YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	Marketing Management 5 ECTS Credits	Strategic Management 5 ECTS Credits	Marketing Research 5 ECTS Credits	Business Information Systems 5 ECTS Credits	International Accounting Standards 5 ECTS Credits	Diploma Thesis Work Credit II 5 ECTS Credits
spring semester	Logistics 4 ECTS Credits	Evaluation of Entrepreneurial Activity 4 ECTS Credits	Strategic Marketing 4 ECTS Credits	Strategy of Information Systems 4 ECTS Credits	Diploma Thesis Work Credit III 5 ECTS Credits	Diploma Thesis Practicals and Final State Exam 9 ECTS Credits

MSc in Economics and Management

Programme structure







MSc in Economics and Management

• Programme Structure

FIRST YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory		Obligatory
autumn semester	Sectoral Economics 5 ECTS Credits	Business Management 5 ECTS Credits	Public Economics 5 ECTS Credits	Applied Econometrics 5 ECTS Credits	Advanced Methods of Social Research 5 ECTS Credits	ICT for Economists 5 ECTS Credits	Introduction to study 0 ECTS Credits	Diploma Thesis Assignment 0 ECTS Credits
spring semester	Sustainable Growth and Economic Policies 5 ECTS Credits	Human Resources Management 5 ECTS Credits	International Economics 5 ECTS Credits	Accounting 5 ECTS Credits	Business Statistics and Data Mining 5 ECTS Credits			
			OR IT for e-business 5 ECTS Credits	OR Decision Support Systems 5 ECTS Credits				
			OR Psychology of Organisation Behaviour 5 ECTS Credits	OR Advanced Environmental Economics 5 ECTS Credits				

-  Compulsory optional subjects A
-  Compulsory optional subjects B
-  Compulsory optional subjects C
-  Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Economics and Management

• Programme Structure

SECOND YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	World Economy 5 ECTS Credits	Marketing 5 ECTS Credits	Integration Process in Economy 5 ECTS Credits	Trade Theory and Foreign Trade 5 ECTS Credits	Corporate Finance 5 ECTS Credits	Advanced Economic Writing 4 ECTS Credits
			OR Business Intelligence 5 ECTS Credits	OR Statistical Seminar 5 ECTS Credits		
			OR Rural Development 5 ECTS Credits	OR Business Strategy 5 ECTS Credits		
spring semester	Managerial Economics 4 ECTS Credits	Strategic Management 4 ECTS Credits	Business Law in practice 4 ECTS Credits	International Finance 4 ECTS Credits		
			OR Computer Security 4 ECTS Credits	OR Economic Analysis 4 ECTS Credits		
			OR Sustainable Management 4 ECTS Credits	OR Social and Solidarity Economy 4 ECTS Credits		

- Compulsory optional subjects A
- Compulsory optional subjects B
- Compulsory optional subjects C
- Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Informatics

Programme structure



MSc in Informatics


- Programme Structure

FIRST YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	Theoretical Informatics 5 ECTS Credits	Projecting of IS (UML) 5 ECTS Credits	Computer Networks 5 ECTS Credits	Statistical Data Analysis 5 ECTS Credits	Organizational Behavior 5 ECTS Credits	IT projects Management 5 ECTS Credits
spring semester	Artificial Intelligence 5 ECTS Credits	Process Modelling (BPMN) 5 ECTS Credits	IS Security 5 ECTS Credits	Compulsory optional subject 1 5 ECTS Credits	IT Economy 5 ECTS Credits	Diploma Thesis I. 5 ECTS Credits

Compulsory optional subjects 1:

IT for e-Business
Seminar in Computational Statistics
Business Information Systems
Human Resources Management
Geographical Information Systems

 Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Informatics

- Programme Structure

SECOND YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	IT Projects Management 5 ECTS Credits	Systems Integration 5 ECTS Credits	Internet Technologies – Client Side 5 ECTS Credits ----- OR ----- Information Engineering 5 ECTS Credits	Grammars and Languages (I.T.) 5 ECTS Credits	CULS Optional Course 5 ECTS Credits	Diploma Thesis II. 5 ECTS Credits
spring semester	Prognostic Methods 4 ECTS Credits	Is Quality Assessment 4 ECTS Credits	Internet Technologies – Server Side 4 ECTS Credits ----- OR ----- Decision Support Systems 4 ECTS Credits		CULS Optional Course 4 ECTS Credits	Diploma Thesis defend and Final State Examination 14 ECTS Credits

- Compulsory optional subjects A (Network and Internet Technologies)
- Compulsory optional subjects B (Knowledge Systems)
- Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in European Agrarian Diplomacy

Programme structure



MSc in European Agrarian Diplomacy

Programme Structure

FIRST YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	World Economy and Agriculture 5 ECTS Credits	Business Management 6 ECTS Credits	Essentials of Diplomacy 5 ECTS Credits	Communication and Information Resources 5 ECTS Credits	Econometric Modelling 6 ECTS Credits	Communication en Francais I 2 ECTS Credits	Introduction to study 0 ECTS Credits
spring semester	Agricultural Policy 5 ECTS Credits	Human Resource Management 5 ECTS Credits	World Economy and Economic Institutions 4 ECTS Credits	Economics of Production and Processing of Agricultural Products 5 ECTS Credits	Foreign Policy and International Relations 4 ECTS Credits	Communication en Francais II 2 ECTS Credits	Diploma Thesis 5 ECTS Credits



FSE subjects

Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in European Agrarian Diplomacy

Programme Structure

SECOND YEAR

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	International Economics 5 ECTS Credits	Marketing Management 5 ECTS Credits	European Integration and Agriculture 5 ECTS Credits	Strategic Management 4 ECTS Credits	Legal Regulation of Integration 4 ECTS Credits	Communication en Francais III 2 ECTS Credits	Diploma Thesis 5 ECTS Credits
spring semester	Agribusiness Economics 4 ECTS Credits	Prognostic and Planning 4 ECTS Credits	World Trade in Agricultural Products 4 ECTS Credits	Regional Development 4 ECTS Credits	Diploma Thesis, DT defend and Final State Examination 14 ECTS Credits		



FSE subjects

Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Business Administration

Programme syllabi



MSc BAN PROGRAMME SYLLABI

FIRST YEAR

AUTUMN SEMESTER

Economics for Managers (EEE37E)	20
Finance (EUED2E)	22
Innovations and Innovative Economy (EEEZ2E)	24
International Economics (ENE62E).....	26
Marketing Management (ERE3NE)	28
Wholesale and Retail Trade (EUEB6E)	30

SPRING SEMESTER

Applied Econometrics and Economic Modelling (EEEZ3E).....	31
Business Financial Management (EEEZ4E)	33
Business Law (EJE47E)	35
Data Collection for Marketing Strategy (ERE3LE).....	37
Innovation Management (ERE3ME).....	38
Managerial Accounting (EUED5E)	40
Marketing Communication Strategy (ERE3KE)	42
Banks and Stock Exchanges (EUED3E).....	44
Business IS (ETEB8E).....	46
Real Estates Economics (EEEZ5E).....	48

SECOND YEAR

AUTUMN SEMESTER

Marketing Management (ERE1BE).....	51
Strategic Management (ERE1DE).....	53
Marketing Research (ERE1CE)	55
Business Information Systems (ETEA5E)	57
International Accounting Standards (EUEB8E).....	59

SPRING SEMESTER

Logistics (ERE1AE).....	61
Strategy of Information Systems (ETEA6E)	63
Evaluation of entrepreneurial activity (EEE15E)	65
Strategic Marketing (ERE1EE)	67

MSc in Business Administration

Programme syllabi – First year



ECONOMICS FOR MANAGERS (EEE37E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Karel Tomšík, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course deals with advanced approaches of business economics, focused on internal business environment. The structure of the course is designed with regard to the expected employment of graduates in the international environment in the field of business administration and other relevant economic activities. Students become familiar with methods and approaches needed to understand business performance. Particular parts are dedicated to the composition of business entities, their financing, an emphasis is placed on topics like costing, managing working and long-term capital, budgeting, financial analysis and others. Practical explanations and examples are developed in seminars.

Lectures:

1. Investments in general and stages of the investment process; Definition at the macroeconomic and microeconomic level.
2. Capital expenditures; Importance of business support programs in the Czech Republic and the EU.
3. Sources of investment financing; Cost of funding sources - WACC.
4. Economic effects of investments; Capital expenditure budgets.
5. Indicators of economic efficiency of investment - static, dynamic and cost evaluation methods.
6. Other dynamic indicators of economic efficiency of investments; Parameters entering into investment evaluation methods.
7. Investment risk - definition of investment risk, risk factors, protection against risks.
8. Sensitivity analysis and other methods of risk quantification; Principles of determining the investment portfolio.
9. Obtaining sources for investments financing by securities issuance. Types of securities issued in the Czech Republic.
10. Yields and efficiency of shares and bonds.
11. Collective investment. nature, forms, evaluation of results of investment companies and mutual funds.
12. Post-investment audit; Procurement contracts and PPP projects - classification, selection criteria, valuation of benefits.

Study literature:

1. GITMAN, J., ZUTTER, C. J. Principles of Managerial Finance. Pearson Education, 2015

2. GRIFFITHS, A., WALL, S. Economics for Business and Management. 3rd edition. Harlow: Pearson Education, 2011
3. HIRSCHEY, M., BENTZEN, E. Managerial Economics, 15th edition. London, Cengage Learning, 2019
4. HIRSCHEY, M. Economics for Managers. 11th edition, Mason: Thomson Higher Education, 2006
5. TOMŠÍK, K. Managerial Economics [online]. Praha: LMS Moodle. Dostupné z: <https://moodle.czu.cz/>
6. TUCKER, I. B. Economics for Today's World. 6th edition. South-Western Cengage Learning, 2010

FINANCE (EUED2E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Zdeněk Toušek, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48
Prerequisites:	none

Objective and general description:

The course provides a theoretical and logical basis for understanding the relationships within the financial system. There is explained the meaning and function of the various segments of the financial market, financial institutions and financial instruments necessary for the understanding of corporate finance and other areas of economic life. Comprehensive knowledge of the operation of the financial market enables graduates to make effective decisions in financial processes at various levels of business management.

In the lectures, modern IT technologies and the Moodle teaching system are used to inform students. Seminars contribute to the development and application of knowledge gained from lectures and recommended literature.

Lectures:

1. Introduction to the financial market, classification, institutions, financial market regulation in the Czech Republic.
2. Monetary policy instruments of the Czech National Bank from the point of view of their impact on the business sphere, market interbank rates.
3. Credit products of financial institutions, commercial loans, repurchase of receivables, credit process.
4. Deposit products of financial institutions, types of current accounts, savings accounts, deposit accounts.
5. Instruments of cash and non-cash payments, payment cards, internet banking, mobile banking, bank guarantees.
6. Money market securities, bills, checks, treasury bills, use.
7. Capital market securities, bonds, classification, characteristics of use.
8. Capital market securities, participating securities, breakdown of characteristics, use.
9. Use of derivative instruments in financial management, classification, characteristics, use.
10. The use of collective investment products in the appreciation of the company's funds.
11. Investing in the financial market, investment strategies, investment portfolio, risk diversification.
12. Basic subjects of the capital market in the Czech Republic, PSE, Central Depository, RM-System.

Seminars:

1. Introduction, time value of money, interest, interest period, types of interest.
2. Simple half-term and pre-term interest.
3. Compound half-year interest.
4. Mixed interest.
5. Future and present value of annuity payments.
6. Installment calendars.
7. Cashless payment instruments, payments, collections, payments abroad, requisites and their practical examples.
8. Short-term securities, issuance of a bill of exchange.
9. Bond analyzes, intrinsic value, yields, return.
10. The stock analysis, methods and models for determining the intrinsic value of the shares.
11. Operations with financial derivatives - currency and interest rate.
12. Credit test

Study literature:

1. DRAKE, P.P., FABOZZI, F.J. 2010. The Basics of Finance: An Introduction to Financial Markets, Business Finance, and Portfolio Management. USA: Wiley. ISBN 978-0470609712.
2. GITMAN, L.J., CHAD, J., Z., Principles of Managerial Finance, brief. Boston: Pearson Prentice Hall, 2015, ISBN 978-1-292-06010-1.

INNOVATIONS AND INNOVATIVE ECONOMY (EEEZ2E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Michaela Havlíková, Ph.D
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics

Objective and general description:

The course gives students information about contemporary theories of market economy as a basis of economic thinking and decision making carried out by economic subjects. It enables students to understand both microeconomic and macroeconomic concepts fostering economic transformations.

Lectures:

1. Knowledge economy. Definition of innovation and innovative economy.
2. Importance of R&D and innovation, typology and classification.
3. Microeconomic effects.
4. Intellectual property rights.
5. Models of innovation. Financing R&D and innovation. Risks and barriers to successful innovation process.
6. Measurement of innovation.
7. Role of innovation in creating of competitive advantage.
8. Impact of R&D and innovation on economic growth.
9. Innovation and labour market.
10. Diffusion of innovation. Innovation sources and technology transfer.
11. Innovation system.
12. R&D and innovation policy.

Seminars:

1. Introduction to innovation economy.
2. Current phenomena of economics (sharing economy, bioeconomy and circular economy)
3. Current phenomena of economics (digitization and its impact on economy, digital currency, automatization and labour market)
4. Current economic megatrends (globalization, economic and social challenges and opportunities)
5. Current economic megatrends (demographic changes and its economic implications, migration, economic welfare and development)
6. Current economic megatrends (climate change, resource scarcity and global competition for resources)

Study literature:

1. Fagerberg, J., Mowery, D.C., Nelson, R.R. (2006): The Oxford Handbook of Innovation. Oxford: Oxford University Press. 680 s. ISBN: 978-0-19-926455-1.
2. Feldman, P.M., Link, A.N., Siegel, D. (2012): The Economics of Science and Technology. An Overview of Initiatives to Foster Innovation, Entrepreneurship, and Economic Growth. New York: Springer-Verlag New York Inc. 135 s. ISBN: 978-14-613-5335-5.
3. Greenhalgh, Ch., Rogers, M. (2010): Innovation, Intellectual Property, and Economic Growth. 384 s. New Jersey: Princeton University Press. ISBN: 978-0-691-13798-8.
4. Griliches, Z. (2007): R&D and Productivity: The Econometric Evidence. Chicago: University of Chicago Press. 400 s. ISBN 0-226-30886-3.
5. Hall, B.H., Rosenberg, N. (2010): Handbook of the Economics of Innovation. Amsterdam: North Holland. 804 s. ISBN: 978-04-445-1995-5.
6. Korres, G.M. (2008): Technical Change and Economic Growth: Inside the Knowledge Based Economy. Fernham: Ashgate Publishing Limited. 372 s. ISBN 978-1-84014-992-0.
7. OECD/Eurostat (2018): Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation. Paris: OECD Publishing. 254 s. ISBN 978-92-64-30455-0.

INTERNATIONAL ECONOMICS (ENE62E)**Department of Economic Theories**
Faculty of Economics and Management

Lecturer:	PhDr. Oldřich Ludwig Dittrich, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Economic Policies, Economics

Objective and general description:

The course gives students information about contemporary theories of market economy as a basis of economic thinking and decision making carried out by economic subjects. It enables students to understand both microeconomic and macroeconomic concepts fostering economic transformations.

Lectures:

1. Arising of international economy as a science and its subject. Concepts of international trade. Ricardian model (absolute and comparative advantage) and its application in firms behaviour.
2. Neoclassical theory of international change and incomes distribution. Model of specific factors and its using in practical behaviour of firms.
3. Heckscher – Ohlin´s model and its using in practical behaviour of firms. Proportions between two and more factors. Factors substitution in open economy.
4. Standard model of international trade and its application on practical behaviour of firms. Relative supply and relative demand in foreign trade. Terms of trade and effects of their change (increasing or decreasing in export and import). Metzler´s paradox.
5. Helpman-Krugman´s model of monopolistic competition of firms in open economy. Returns of scale and international trade in conditions of imperfect competition. Intraindustry and interindustry trade.
6. International market of factors. Labour transfer and its effects, impacts on employment and on practical behaviour of firms. International capital markets and real interest rate. Intertemporal trade.
7. Theory of exchange rates in short run and long run. Model of assets markets and PPP theory, absolute
8. and a relative version. The role of exchange rates in open economy and effects of their changes on firms economy.
9. Fiscal and monetary policy in open economy in conditions of fixed and floating exchange rates. Mundell-Fleming´s model and its impacts on firms economy. Intertemporal monetary system in contemporary period and its problems.
10. Global capital markets and assets markets, effective markets theory and behavioral theories. Model of expected utility. Portfolio decomposition. Impacts of assets markets on practical behaviour of firms.

11. Risk and uncertainty, their role in firms decision, systematic and unsystematic risk. Knight 's risk theory. Risk aversion. Neoclassical and neokeynesian concepts of risk.
12. CAPM model. Prospects theory, Kahneman and Tversky 's value function, application of prospects theory on practical behaviour of firms.
13. Theory of technological evolution in international change. Vernon 's theory of product cycle. Schumpeter 's theory of scientific progress and its importance form contemporary period.

Study literature:

1. SAWYER, W C. -- SPRINKLE, R L. *International economics*. London: Pearson Prentice Hall, 2009. ISBN 978-0132089975.

MARKETING MANAGEMENT (ERE3NE)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Lucie Kvasničková Stanislavská, Ph.D
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course aims to acquaint students with basic knowledge and demonstrate their effective application in the field of marketing management. After completing the course, students have knowledge and skills in the implementation of marketing research, customer segmentation, creating marketing strategies, etc. The course is the main theoretical basis for the optional corridor Marketing and Trade. The basic form of teaching is lectures and seminars, students are introduced to the individual elements of marketing management through case studies and practical application on a real subject.

Lectures:

1. Marketing development and marketing philosophy.
2. Marketing environment of the company
3. Segmentation, targeting, positioning (STP)
4. Customer behavior
5. Marketing research
6. Marketing mix - product
7. Marketing mix - price
8. Marketing mix - distribution
9. Marketing mix - promotion
10. Services Marketing mix
11. Online marketing
12. Sustainable marketing

Seminars:

1. Introductory information, project assignment, grouping. Introduction to the content of the course and the conditions for granting credit
2. Design of the topic, elaboration of the methodical procedure
3. Practical exercise "Marketing mix", project consultation
4. Practical exercise "Segmentation", project consultation
5. Practical exercise "Marketing research", project consultation
6. Defense project

Study literature:

1. HOOLEY, G. J., NICOLAUD, B., RUDD, J.M., Marketing Strategy and Competitive Positioning, Pearson, 2020. ISBN 1292276541

WHOLESALE AND RETAIL TRADE (EUEB6E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	doc. Ing. Josef Abrhám, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48
Prerequisites:	International Trade

Objective and general description:

The main aim is to explain students knowledge about wholesale and retail trade from the global view, their targets and functions with an accent on operations in wholesale and retail trade. Graduates have the theoretical and practical knowledge in the areas of wholesale and retail trade technology and process based on the current state of scientific knowledge.

Lectures:

1. Introduction to Retail.
2. Types of Retailers.
3. Multichannel Retailing.
4. Customer Buying Process.
5. Customer Buying Behavior I.
6. Customer Buying Behavior II.
7. Retail Strategy I.
8. Retail Strategy II.
9. Retail Location.
10. Operational Management - part 1.
11. Operational Management - part 2
12. Corporate Social Responsibility.

Seminars:

1. Strategy, Design and Quality.
2. Sourcing and Innovation.
3. Lean Start Up.
4. Inventory and Capacity.
5. Lean Supply. ICT.
6. Presentation of student's project.

Study literature:

1. Evans, J. R. & B. Berman (2013). Retail Management: A Strategic Approach, Twelfth Edition; Upper Saddle River, New Jersey: Pearson Prentice Hall.

APPLIED ECONOMETRICS AND ECONOMIC MODELLING (EEEZ3E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48
Prerequisites:	Micro- and Macroeconomics, Statistics and Mathematics

Objective and general description:

The subject provides an introduction into applied econometrics and economic modelling. Students gain knowledge about the most important elements of econometric analysis and they practice it on different examples. The subject starts with the theory about linear regression model (specification, assumptions, estimation, generalized LRM, verification of LRM) and its empirical application. Then, the multiple-equation models are introduced and empirically applied. In the empirical analysis the students practise ex-post analysis, simulation and forecasting on different economic phenomena.

Lectures:

1. Econometrics; Construction of econometric model
2. Linear regression model; assumption, OLS
3. Generalized LRM, heteroscedasticity, autocorrelation, multicollinearity
4. Model dynamization; dummy variables
5. Verification
6. Testing of economic hypotheses
7. Multiple-equation models, Simultaneous equation models
8. Instrumental variables estimator
9. Consumption models
10. Econometric analysis of production
11. Productivity and efficiency analysis
12. Forecasting

Seminars:

1. Matrix and vector algebra; regression and correlation analysis
2. Construction of LRM
3. Estimation of LRM
4. Verification
5. Testing of economic hypotheses
6. LRM application + dynamization
7. Multiple-equation models – identification; structural and reduced forms
8. Estimation – instrumental variable estimator
9. Application: consumer analysis
10. Application – production analysis

- 11. Application – productivity and efficiency analysis
- 12. Application - forecasting

Study literature:

1. GREEN, W.H. *Econometric Analysis*, Printice Hall, 2003 (5th edition).
2. GUJARATI, D. N. *Essentials of Econometrics*, McGraw Hill, Inc., USA, 1992
3. CHAREMZA, W. W., DEADMAN, D. F. *New Directions in Econometric Practice*, Edward Elgar Publishing Limited, Hants, England 1993
4. JUDGE, G. ET AL. *The Theory and Practice of Econometrics*, Wiley, New York 2000
5. RAMANATHAN, R. *Introductory econometrics*, The Dryden Press 1995
6. SEDDIGHI, H.R. ET AL. *Econometrics a practical approach*. Routledge, London 2000.
7. STOCK, J.H., WATSON, M.W. *Introduction to Econometrics*, Prentice Hall, 2007.
8. WHITE, H. *New Perspectives in Econometric Theory*, Edward Elgar Publishing Limited, Cheltenham, UK, 2004

BUSINESS FINANCIAL MANAGEMENT (EEEZ4E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Karel Tomšík, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to educate professionals able to think analytically with a more detailed economic overview of the financing of internal processes that take place in companies with different focus and subject of activity. The course is primarily focused on the operational financing of companies with regard to the movement of money and corporate capital. The setting and analysis of financial criteria and financial objectives, which are distinguished in the short and long term, are an integral part. The student should be able to determine and correctly classify specific items entering into the calculation of costs, as well as to select and apply objective methods of calculating prices and own costs. The study aim is consistent use and interpretation of information obtained from financial analysis, especially the assessment of their explanatory power and then propose appropriate measures for the specific analyzed company. The course also focuses on tools such as sensitivity analysis or risk analysis, which are clearly related to the management of financial resources. The course is suitable for students with logical thinking who are interested in the business environment and want to participate in the improvement, development and successful management of companies of various sizes, ownership or legal forms, industries and fields of business.

Lectures:

1. Introduction to corporate finance.
2. Current and extraordinary financing of the company.
3. Management of basic production factors and their optimization.
4. Financial structure of the company.
5. Inventory management.
6. Receivables management.
7. Cash flow management.
8. Calculation of company costs.
9. Price calculation in the company.
10. Financial analysis, sensitivity analysis.
11. Risk analysis and time factor.
12. Financial plan.

Seminars:

13. Current and extraordinary financing of the company, the price of equity, the value of external resources.

14. Receivables management, assignment of receivables - factoring, practical examples.
15. Inventory management, practical examples.
16. Company costs: specific calculation of costs from practice - practical classification of invoice items into overhead and direct costs.
17. Pricing, methods of price calculation for different types of companies.
18. Financial plan - compilation of a short-term financial

Study literature:

19. Damodaran, A. (2001) Corporate Finance: Theory and Practice. Wiley ISBN 978-0-471-28332-4

BUSINESS LAW (EJE47E)

Department of Law
Faculty of Economics and Management

Lecturer:	Ing. JUDr. Eva Daniela Cvik, Ph.D. et Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is based on the acquisition of theoretical knowledge related to commercial law. Given that the regulation of commercial law extends beyond other legal branches of private law, students will partially master the legal branch of civil law, so that they will be able to orient themselves in the legal system and are able to correctly apply the relevant legal norms to example factual situations, which they may encounter in the context of commercial law. Emphasis is placed on the connection of theoretical knowledge with practical example situations, which students may encounter in their business activities after completing their studies, but also in their daily lives. Students will work with relevant legislation, with emphasis on gaining orientation and application of the legislation in practice. Teaching will be interspersed with practical example situations using the relevant legal norms and case law of the Supreme and Constitutional Court.

The basic form of teaching is lectures, seminars, practical examples, practical processing of contractual documentation and other documents related to commercial law.

Lectures:

1. The concept of commercial law, the position of commercial law in the legal system. Explanation of basic relations between commercial law and other branches of law. Commercial legal relations, basic elements of commercial legal relations (subject, object, content), sources of commercial law, International agreements in the field of commercial law.
2. Natural and legal persons (definition of the basic difference between a person doing business on the basis of the Trade Licensing Act and on the basis of the Commercial Corporations Act), individual types of trades, entrepreneurial actions, representation of entrepreneurs, consumers, consumer protection within business activities.
3. Basic terms related to legal entities, business assets, share capital, deposit, method of repayment of deposits, bodies of business corporations, business groups, limitation, prescription and unjust enrichment in business legal relations
4. Legal entities according to Act No. 89/2012 Coll., Civil Code, records, basic characteristics
5. Individual types of business corporations (s. R. O., K. S., V. O. S., A. S. And cooperative), basic characteristics

6. Public register, its function, establishment and creation of a legal entity (founding documents, contract on the performance of the function), entries in the public register, liquidation of the company
7. Insolvency proceedings
8. Competition and unfair competition between entrepreneurs, cartels
9. Things and their division, law of obligations (origin, change and termination of obligations), selected contractual tips related to business activities (gift agreement, lease agreement, purchase agreement, securing and confirmation of obligations)
10. Ordering types of contracts, loan agreement, damages
11. Civil court proceedings in connection with commercial law (lawsuits, procedural rights and obligations, appeals, course of court proceedings)
12. GDPR in trade relations, electronicization of the common European internal market, eIDAS, data boxes, electronic signatures.

Study literature:

1. I.Štenglová, J. Dědič, M. Tomsa a kol. Základy obchodního práva, Vysokoškolská učebnice, 2. aktualizované a rozšířené vydání, Leges. 2019. ISBN:978-80-7502-314-8, s. 475
2. J.Petrov, M. Výtiska, V.Beran a kol. Občanský zákoník. Komentář. 2. vydání, 2019. ISBN 978-80-7400-747-7. s. 3352
3. M.Janků, Marek, Vybrané kapitoly soukromého práva, Učebnice, Nakladatelství C.H.Beck. 2018, ISBN: 978-80-7400-699-9, s. 232
4. V.Plecitý, J. Salač, J. Bajura, Úvod do občanského práva, Wolters Kluwer ČR a.s., 2018, ISBN: 980-80-7552-703-5, s. 408
5. Zákon č. 89/2012 Sb., občanský zákoník v platném znění
6. zákon č. 90/2012 Sb., zákon o obchodních korporacích

DATA COLLECTION FOR MARKETING STRATEGY (ERE3LE)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Lucie Kvasničková Stanislavská, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course aims to acquaint students with basic and modern methods of data collection for marketing strategies that can be used in the environment of small and medium enterprises. After completing the course, students will understand the concepts of marketing research; know which research method to use to solve a specific problem and they will be able to design marketing research themselves. Lectures are focused on theoretical explanations with examples of practical application. In the seminars, students solve practical tasks from individual areas of the subject.

Lectures:

1. The importance of marketing research in marketing
2. Categorization of research types and their use
3. Sources of secondary data
4. Sources of primary data: Methods of qualitative research
5. Sources of primary data: Methods of quantitative research
6. General principles of creating questionnaires
7. Research process
8. Advertising testing, brand research
9. Mystery shopping
10. Conjoint analysis
11. Neuromarketing
12. Eye tracking

Seminars:

1. Introductory information, project assignment, etc. Familiarization with the content of the course and the conditions for granting credit
2. Elaboration of methodical procedure
3. Practical exercise "General principles of creating a questionnaire"; project consultation
4. Practical exercise "Neuromarketing"
5. Practical exercise "Eye tracking"; project consultation
6. Defense project

Study literature:

1. BRADLEY, N. Marketing research: Tools and Techniques. 2013. ISBN: 978-0-19-965509-0 KOZEL, R., MYNÁŘOVÁ,

INNOVATION MANAGEMENT (ERE3ME)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Ladislav Pilař, MBA, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is focused on expanding and deepening the knowledge of master's students on the urgency of implementing and continuous improvement of new concepts of system management of innovation (change) in the organization. In accordance with current world trends of modern management and with regard to the attributes of turbulent times, which significantly affect the internal and external business environment, the practical part of the course is focused on clarifying the critical factors of success in managing innovation (change) in organizations. Following the definition of the difference between change and innovation, the theoretical concept of the "innovation barrier" is used for the field of innovation, which combines knowledge from theoretical research and business practice. Innovation management is therefore based on a wide range of modern management techniques, which students are introduced to within the course.

Lectures:

1. Introduction to the subject; the theoretical concept of change management.
2. The nature of innovation and why drive innovation
3. The basic division of innovations
4. Innovation barriers - 6 basic innovation barriers;
5. Personal restrictions
6. Individual Restrictions - Employee Silence; Personal initiative.
7. Group restrictions - Corporate culture; Leadership and the concept of change management;
8. Business constraints - Business strategies, Organizational structure, Business resources;
9. Innovation strategies
10. Business process improvement
11. Innovation opportunities
12. Evaluation of innovations

Seminars:

1. Introduction to innovation management
2. Innovation audit in the selected company
3. Analysis of innovation opportunities and identification of barriers in the field of Innovation implementation
4. Implementation of innovation opportunity (Lean Change Canvas)

5. Presentation of the semester project

Study literature:

1. HAVLIČEK, Karel. Innovation Strategy of the Czech Republic 2019-2030. Prague: Government of the Czech Republic, [2019]. ISBN 978-80-7440-241-8.
2. MOULAERT, Frank a Diana MACCALLUM. Advanced introduction to social innovation. Cheltenham: Edward Elgar Publishing, [2019]. Elgar advanced introductions. ISBN 978-1-78536-039-8.
3. RIGGS, William, ed. Disruptive transport: driverless cars, transport innovation and the sustainable city of tomorrow. London: Routledge, Taylor & Francis Group, 2019. Routledge equity, justice and the sustainable city series. ISBN 978-1-138-61316-4.

MANAGERIAL ACCOUNTING (EUED5E)**Department of Trade and Finance**
Faculty of Economics and Management

Lecturer:	Ing. Enikő Lőrinczová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The aim of the course is to provide knowledge in the field of internal and managerial accounting as a source of information and to explain its irreplaceable role in the management of business entities. The course deals with the organization of internal accounting, the classification of costs from various perspectives and their management by line of performance and by departmental and responsibility, calculations, determination of internal prices, budgets and decision-making tasks with respect to the accounting presentation.

Lectures:

1. Characteristics of financial, managerial and cost (internal) accounting. Tasks of managerial accounting. Aspects of cost breakdown. Organization and focus of internal accounting - single-circuit and double-circuit accounting system.
2. Classifying expenses by function and by nature. Profit or loss statement by function and by nature breakdown of costs. Reporting changes in own inventories and selling expenses.
3. Cost model in a linear course of costs. Methods for determining the fixed and variable components of costs. Turning point.
4. Evaluation of production variants during volume and assortment changes.
5. Short-term decision tasks of CVP. Prerequisites for solving short-term decision tasks.
6. Calculations - direct and indirect costs. Indirect cost allocation methods. Types of calculation formulas. Internal price.
7. Calculation of full and variable costs. The effect of the level of valuation of own inventories on the economic result and income tax.
8. Calculation system. Preliminary calculations. Methods of final calculation in combined and non-combined production. Calculations in agriculture.
9. Organizational and economic structure of the company. Budget, methods of creating budgets. Budget income statement. Cash flow budget.
10. Long-term decision-making tasks.

Study literature:

1. DRURY, C. Management and Cost Accounting. London: Cengage learning EMEA. 2018, 512 s., ISBN-13: 978-1473749054.
2. HILTON R., W., Platt D., E. Managerial Accounting: Creating Value in a Dynamic Business Environment. McGraw-Hill Higher Education. 2016. ISBN 978-1259569562.

MARKETING COMMUNICATION STRATEGY (ERE3KE)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The objective of the subject is to introduce elements and principles of the management of the marketing communication strategy. The lectures are aimed at theoretical knowledge, developing analytical and synthetic thinking in the area of the communication marketing mix, including modern communication mix tools. The content of seminars is training of marketing skills in planning, leading, and evaluation of the marketing communication strategy.

Lectures:

1. The importance, development, function, tools of communication in marketing
2. Collection and analysis of Mkt. data, Strategy and objectives in Mkt communication, Role of segmentation, targeting, positioning in the development of marketing strategy
3. Role of advertising in marketing communication strategy
4. Direct marketing and personal sales in marketing communication strategy
5. Sales Promotion and PR in marketing communication strategy
6. Modern Mkt. communication tools in marketing communication strategy

Seminars:

1. Structure of the Mkt communication strategy
2. Split into teams (for team projects)
3. Planning, leading and setting Mkt communication strategy
4. Situation analysis of the business focusing on the current state of Mkt. communication strategy
5. Analysis of Mkt. tools in Mkt. communication strategy
6. Application of Advertisement in Mkt communication strategy
7. Application of tools Direct marketing and Personal selling in Mkt communication strategy
8. Application of PR in Mkt communication strategy
9. Application of tools Sales Promotion in Mkt communication strategy
10. Applying modern tools in Mkt communication strategy
11. Managing, budgeting and evaluating Mkt communication strategy
12. Defending team projects

Study literature:

1. Kotler, P. and K. L. Keller, Marketing management, 15th, Pearson Education. 2015. ISBN: 9781292092621
2. Rossiter, J.R., Percy, L., Bergkvist, L. Marketing Communications: Objectives, Strategy, Tactics. Sage. 2018. ISBN: 9781526452184

BANKS AND STOCK EXCHANGES (EUED3E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	doc. Ing. Lubomír Cívín, CSc., MBA
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course provides a comprehensive overview of the various activities of investment banking, operation, organization and regulation of capital markets. At the same time, it clarifies the principles of financial investment, defines investment instruments and trading in them on organized and unorganized financial markets.

Lectures:

1. Financial system - financial markets and money.
2. Investment banking. Investment transactions.
3. Securities I.
4. Securities II.
5. Decision-making of investors in financial markets
6. Bond market and their evaluation, behavior of stock prices - stock analysis.
7. Investment and mutual funds.
8. Pension funds and other forms of collective investment
9. System of securities contracts and securities conversions.
10. Evidence of securities. Regulation of financial markets
11. Exchange and over-the-counter markets
12. Financial derivatives

Seminars:

1. Financial system - financial markets and money. The concept of investment banking. Securities agreements.
2. Investment transactions. Securities I. - the concept of securities, classification and legal regulation of securities in the Czech Republic. Stockbrokers.
3. Securities II. - characteristics of shares, bonds, mortgage bonds, unit certificates, characteristics of bills of exchange, checks, check systems, securities securities. Central Depository of Securities.
4. Investment and mutual funds. Pension funds and other types of collective investment.
5. Decision-making of investors in financial markets. Bond market and their evaluation, stock analysis.
6. Exchange markets and over-the-counter markets. Futures and financial derivatives.

Study literature:

1. Robert E. Wright: Finance, Banking, and Money (v. 2.0) URL:
https://biz.libretexts.org/Bookshelves/Finance/Book%3A_Finance%2C_Banking%2C_and_Money

BUSINESS IS (ETEB8E)**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	doc. Ing. Edita Šilerová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course Business Information Systems is focused on the use of an integrated business information system to increase the competitiveness of the company. Students will gain theoretical knowledge and practical experience in using modular solutions for business. Exercises following the lectures will create an environment for strengthening skills, especially the extension to the use of data, information and knowledge in individual modules. In the teaching of the subject, emphasis is placed on teamwork, the correct setting of roles in building and operating an information system. The main attention is focused on the principles of applications in the category of Enterprise Resource Planning (ERP) modules, their functionality and relationships with other enterprise applications, namely Supply Chain Management (SCM), Customer Relationship Management (CRM) and Business Intelligence (BI). Part of the course are called lectures.

Lectures:

1. The importance and influence of information systems on increasing the competitiveness of the company
2. Business information system - characteristics of ERP - principles and possibilities of using ERP
3. Enterprise Resource Planning - modularity and functionality.
4. Management information systems and their use in business management.
5. Strategic information systems (Executive Information System) - processing of internal and external data
6. Importance of CRM module for business practice - characteristics of CRM and principles of integration with ERP
7. Importance of SCM module for business practice - integration of ERP and SCM and CRM
8. Use of data and information from ERP, CRM and SCM, their data outputs to BI
9. Basic principles of Business Intelligence - BI application areas, effects of BI applications, main BI functionality
10. Principles of using BI for enterprise resource management
11. Evaluation of IS / ICT effects - benefits of information systems change, economic efficiency of IS / ICT implementation
12. Audit of information systems and its use for the implementation of information systems of the company

Study literature:

1. Šilerová, E.; Hennyeyová, K.: Informační systémy v podnikové praxi, 2.vyd. Praha: PowerPrint, 2017, 153s., ISBN 9788075680655
2. Voříšek, J. Strategické řízení informačního systému a systémové integrace. Vyd. 1. Praha: Management Press, 2006, 323 s. ISBN 80-859-4340-9.

REAL ESTATES ECONOMICS (EEEZ5E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Petr Procházka, MSc., Ph.D
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the study of the subject Real Estate Economics is to acquaint students with the problems of the functioning of the real estate market with all its specifics. The following is based on the financial analysis of real estate, then on the analysis of spatial and analysis of assets with the use of methods of real estate analysis. The basic forms of study are lectures, seminars, case studies and field trip to explore Prague real estate.

Lectures:

1. Introduction to the real estate market, basic elements and actors of the real estate market.
2. Spatial analysis for market segments.
3. Residential real estate
4. Office real estate
5. Shopping center
6. Effective factors
7. Legal management of real estate in the Czech Republic
8. Real estate and finance
9. Developer projects
10. Real Estate Cadastre
11. Asset management
12. Facility a property management

Seminars:

1. Introduction to the problem
2. Spatial analysis
3. Analysis of assets
4. Market modeling 1
5. Market modeling 2
6. Project

Study literature:

1. KOLBE, P. T. Real Estate Finance. 2003. ISBN 0793165938
2. LARSEN, J. E. Core Concepts of Real Estate Principles and Practices. 2003. ISBN 0471465453

MSc in Business Administration

Programme syllabi – Second year

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MARKETING MANAGEMENT (ERE1BE)**Department of Management**
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Students will be familiar with basic principles of marketing management. The course participants should be able to use market analyses, and bring out their own results. They are supposed to be able to apply this knowledge, and be able to create a company marketing strategy, plan and campaign.

Lectures:

1. Introduction to Marketing
2. Evolution of Marketing concepts
3. External marketing environment (PESTLE Analysis, Porter's model, ...)
4. Internal marketing environment (Marketing mix - 7P)
5. Marketing communication mix
6. Marketing segmentation, STP Process
7. Product life-cycle, Marketing research,
8. Marketing plan, Marketing ethics
9. Consumer behaviour
10. Current trends in Marketing

Seminars:

1. Introduction of projects, grouping
2. Company analysis
3. External marketing environment analysis (PESTLE Analysis, Porter's model, ...)
4. Internal marketing environment analysis (Marketing mix - 7P)
5. Marketing communication analysis
6. STP analysis, target groups
7. Marketing campaign
8. Marketing planning and budgeting
9. Defense of Marketing team projects
10. Defense of Marketing team projects

Recommended:

1. KOTLER, P. -- KELLER, K L. Marketing management. Harlow: Pearson, 2015. ISBN 9781292092621.
2. Aaker, D.; Aaker on Branding: 20 Principles That Drive Success. 2014. ISBN: 978-1-61448-832-3
3. Johnsen, M. Multilingual Digital Marketing: Managing for Excellence in Online Marketing. 2017. ISBN: 9781542831994

STRATEGIC MANAGEMENT (ERE1DE)

Department of Management
Faculty of Economics and Management

Lecturer:	Prof. Ing. Ivana Tichá, Ph.D. Prof. Dr. Brechbühler Peskova Marie
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course focuses on the development of students understanding and skills advancement in the area of strategic management principles. By combining various approaches the course develops students ability to solve complex problems on the level of businesses and corporations. The course also develops presentation skills of students, their ability to formulate their own opinions and defend these within the scope of professional discussions. The course provides for independent student work combining both individual and teamwork, it emphasises the work with information starting from collection of data through data and information processing and interpretation. The course leads students towards consistent use of strategic management principles in relation to key external factors affecting business operations.

Lectures:

1. Course Introduction – What is Strategic Management?
2. Mission, Goals, Objectives
3. External Environment Analysis I.
4. External Environment Analysis II.
5. Internal Environment Analysis I.
6. Internal Environment Analysis II.
7. Strategy Formulation - Business Level
8. Strategy Formulation - Corporate Level
9. Strategy Implementation
10. Strategic Leadership
11. International Strategy
12. Closing Session - Wrap up

Seminars:

1. Introduction, Course guidelines, short exercise
2. Course Assignment - Real Life Case Study
3. Teamwork - part I
4. Tutorials
5. Team presentations - part I
6. Teamwork - part II
7. Tutorials
8. Team presentations - part II
9. Teamwork - part III
10. Tutorials
11. Team presentations - final
12. Closing session

Study literature:

1. Miller, A. Strategic Management, Irwin/McGraw-Hill, 1998
2. Collis, D.J., Montgomery, C.A. Corporate Strategy A Resource Based Approach, Irwin/McGraw-Hill, 1998
3. Stacey, R. Strategic Management and Organisational Dynamics, Pitman Publishing, 1993
4. Harvard Business Review
5. Strategic Management Journal
6. Ticha, I. Strategic Management (study text), PEF ČZU Praha, 2005
7. Fitzroy, P., Hulbert, J. Strategic Management Creating Value in Turbulent Times
8. Tomposn, J. L. Strategic Management. Thomson Learning, United Kingdom 2001
9. Hitt, M.A., Ireland, R.D., Hoskisson, R. E. Strategic Management competitiveness and globalization. South-Western College Publishing, USA 2001
10. Daft, R. L. Management. Thomson Learning, Ohio USA 2004
11. Fitzroy, P., Hulbert, J. Strategic Management creating value in turbulent times. John Wiley a sons, Inc., UK 2005
12. Pitts, R.A., Lei, D. Strategic Management Building and Sustaining Competitive Advantage, South-Western College Publishing, 2000

MARKETING RESEARCH (ERE1CE)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

Students will be familiar with basic principles, algorithm and methods of an applied marketing research. The course participants should be able to use market research, and work with the results. They are supposed to be able to apply this knowledge, and be able to create a marketing research for business.

Lectures:

1. Introduction to Marketing research
2. The Research Process
3. Marketing Information System
4. Secondary data sources and Database Development
5. Quantitative and Qualitative Marketing Research
6. Descriptive and Exploratory Research
7. Causal Research
8. Sampling: Design in Marketing Research
9. Questionnaire Design
10. Coding and Preparing Data for Analysis and Data Analysis

Seminars:

1. Introduction of projects, grouping,
2. Team set up, Company marketing analysis
3. Marketing research and its role in frame of Marketing management
4. Methodology of marketing research, methods of data gathering
5. Secondary analysis of external marketing environment
6. Secondary analysis of internal marketing environment
7. Questionnaire design
8. Preparing Data for Analysis
9. Mandatory consultation
10. Defense of Marketing team projects
11. Defense of Marketing team projects

Study literature:

1. BRADLEY, N. Marketing research: Tools and Techniques. 2013. ISBN: 978-0-19-965509-0
2. Wiid, J., DIGGINES, C. Marketing research. 2010. ISBN: 978-0-70217-744-6
3. KOTLER, P. -- KELLER, K L. Marketing management. Harlow: Pearson, 2015. ISBN 9781292092621.
4. Johnsen, M. Multilingual Digital Marketing: Managing for Excellence in Online Marketing. 2017. ISBN: 9781542831994

BUSINESS INFORMATION SYSTEMS (ETE5E)**Department of Information Technologies**

Faculty of Economics and Management

Lecturer:	Ing. Miloš Ulman, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

This course provides an introduction to Business Information Systems focus on Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Current Business Information Systems requires fundamental knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses. Reporting for business managers, visualization, and statistical analysis along with reporting options such as management dashboards and balanced scorecards will be covered.

Lectures:

1. Fundamental Concepts of Information Systems
2. Business Data Management
3. Introduction to Database Systems
4. Business Intelligence
5. Data Warehouse and Data Marts
6. Business Performance Management
7. Data Visualization and Report Design
8. Competitive Intelligence
9. Business Data Mining
10. Business Technology Trends -- Big Data, Open Data

Seminars:

1. Select a different business information system platform
2. Information System Analysis in real business organisation
3. Characteristics Of A Company - Company information
4. Characteristics Of A Company - Scope of business, Company size and Basic economic indicators
5. Information Strategy - Information Strategy goals
6. Information Strategy - Initial state (Evaluation of the state IS/ICT in company)
7. Information Strategy - Specification and plan for implementation of a new IS.
8. Description of selected information system
9. Description of selected information system
10. Presenting complete business information solution

Study literature:

1. COKINS, G. Performance Management : Integrating Strategy Execution, Methodologies, Risk, and Analytics. Hoboken, NJ, USA: John Wiley & Sons, 2010.
2. INMON, W. H. Building the data warehouse. John wiley & sons, 2005.
3. MORGAN, A J. Business rules and information systems : aligning IT with business goals. Boston: Addison-Wesley, 2002. 348 s. ISBN 0-201-74391-4.
4. MOSLEY, M., et al. DAMA guide to the data management body of knowledge. Technics Publications, 2010.
5. SHARDA, R.; ARONSON, J. E.; KING, D. Business intelligence: A managerial approach. Upper Saddle River: Pearson Prentice Hall, 2008.

INTERNATIONAL ACCOUNTING STANDARDS (EUEB8E)**Department of Trade and Accounting**

Faculty of Economics and Management

Lecturer:	Ing. Marta Stárová, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The aim of the course is to inform students about the international aspects of financial accounting and to teach them classification, measurement and reporting of items according to the International Accounting Standards IFRS as the worldwide harmonization instrument. Classes are focused on classification, measurement and recording of long-term and short-term assets by the moment of recognition, use, reporting date, and disposal, and further on measurement and recording of liabilities when incurred, used and by the reporting date. Attention is paid to expenses (and losses) and revenues (and gains) and the preparation of financial statements according to IFRS, including mandatory disclosure of information about the company.

Lectures:

1. World accounting harmonization. Conceptual frame of preparing and presentation of financial statements according to IAS/IFRS.
2. Financial statements according to IAS/IFRS.
3. Long-term tangible and intangible assets (description, classification and recognition).
4. Long-term tangible and intangible assets (evaluation and depreciation). Borrowing costs.
5. Leases, inventories, biological assets and agricultural production.
6. Revenues and gains. Construction contracts.
7. Payables, provisions and contingent liabilities.
8. Cash, receivables and financial assets.
9. Own equity. Expenses and revenues and income tax (deferred tax).
10. Grants and government supports. Events after the end of reporting period.
11. Changes in accounting estimation, fundamental errors. Foreign exchange differences.
12. Interim financial reporting. Company combinations.

Seminars:

1. Content and structure of basic financial statements. Recognition of basic financial statements items.
2. Revaluation of long-term fixed assets, depreciation (amortization).
3. Leases. Inventories.
4. Operating expenses by function and by nature.
5. Revenues and gains. Construction contracts. Borrowing costs.
6. Payables, provisions and contingent liabilities. Cash, receivables and financial assets.
7. Equity. Pass-eligible.

Study literature:

1. HINKE, Jana. Účetní systém IAS/IFRS. Praha Alfa nakladatelství (Kernberg Publishing), 2007. 190 str. ISBN 978-80-903962-2-7.
2. DVOŘÁKOVÁ, Dana. Finanční účetnictví a výkaznictví podle mezinárodních standardů IFRS. Praha Comp.Press, 2011. 327 str. ISBN 978-80-251-3652-2.
3. BOHUŠOVÁ, Hana. Harmonizace účetnictví a aplikace IAS/IFRS. Praha ASPI, 2008. 307 str. ISBN 978-80-7357-366-9.
4. JÍLEK, Josef; SVOBODOVÁ, Jitka. Účetnictví podle mezinárodních standardů účetního výkaznictví 2012. 2.vyd. Praha Grada Publishing, 2012. 448 str. ISBN 978-80-80-7357-366-9.
5. KRUPOVÁ, Lenka a kol. IFRS Mezinárodní standardy účetního výkaznictví - Aplikace podnikové praxi. Praha VOX, 2009. 804 str. ISBN 978-80-86324-76-0.
6. ŠRÁMKOVÁ, Alice; JANOUŠKOVÁ, Martina. Mezinárodní standardy účetního výkaznictví - praktické aplikace, Institut certifikace účetních, Praha 2009. 291 str. ISBN 978-80-86716-61-9.

LOGISTICS (ERE1AE)

Department of Management
Faculty of Economics and Management

Lecturer:	doc. Ing. Jaromír Štůsek, CSc.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course is oriented to the area of logistics management of tangible and intangible flows in logistics chains. Represents logistics as a cross-discipline with synergic effects in the management of supplier-customer relations in order to ensure the effectiveness of both for customers and for each participant. Logistics is part of the process management hodnototvorným result. They are prerequisites for designing supply chains to ensure maximum customer satisfaction, efficient logistics performance and optimize the costs of management of logistic processes.

Lectures:

1. The concept logistic. Trendy concept in logistics.
2. Methods of logistics.
3. Commercial assortment.
4. Logistic routes of goods and realisation of trade logistic systems.
5. Purchase in logistic conception.
6. Systems of warehousing and completion of delivery.
7. Stock function in logistic system.
8. Passive elements in logistics
9. Passive elements in logistics
10. Passive elements in logistics
11. Active elements in logistics.
12. Transportation logistics

Seminars:

1. Introductory seminar.
2. Forecast demand. Calculation of stores.
3. Inventory control system. Economic order quantity.
4. Logistics chain. Passive and active elements.
5. Controlling Logistics
6. Presentation project. Pass eligible.

Study literature:

1. BOWERSOX, D. J., CLOSS, D. J. Logistical Management The Integrated Supply

- Chain Process. New York The McGraw - Hill 1996. ISBN 0-07-006883-6
2. DOUGLAS, L. STOCK, J.R., ELLRAM, L. Logistika. Praha Computer Press 2000. ISBN 80-7226-221-1
 3. PERNICA, P. Logistický management. Praha RADIX, 1998. ISBN 80-86031-13-6
 4. PERNICA, P. Logistika pro 21 století. Praha Radix s.r.o, 2004. ISBN 80-86031-59-4
 5. SCHULTE, Ch. Logistika. Praha Victoria Publishing, 1994
 6. ŠTŮSEK, J. Logistický management. Praha, ČZU, 2005. ISBN 80-213-1259-9
 7. ŠTŮSEK, J. Řízení provozu v logistických řetězcích. Praha C.H.Beck, 2006. ISBN 80-7179-534-8

STRATEGY OF INFORMATION SYSTEMS (ETEA6E)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Miloš Ulman, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

This course deals with the principles of information systems and the relationship between the global business strategy and the company's information strategy. Particular attention is paid to the relationship between information systems and the strategic layer of enterprise management, and approaches to solving problems associated with information systems designed for the strategic level of enterprise management.

Lectures:

1. Human & information, information in business practice
2. Systemic view of organizations, phenomenon of informatics
3. Strategy of organisation
4. Management system and information system
5. Interactions of business model and IS strategy
6. Examples of successful business models and information strategies
7. Technological progress versus business practices
8. Requirements for IS and business intelligence
9. Building a business strategy in line with IS development
10. Challenges and risks of current developments, IS trends

Seminar:

1. Introduction into an enterprise information system for a company
2. Sales and Distribution processes
3. Financial Accounting & Controlling processes
4. Technology advancements and innovations - case study
5. Big Data and dashboards

Study literature:

1. MINELLI, Michael; CHAMBERS, Michele; DHIRAJ, Ambiga. Big data, big analytics: emerging business intelligence and analytic trends for today's businesses. John Wiley & Sons, 2012.
2. MORGAN, Tony. Business rules and information systems: aligning IT with business goals. Addison-Wesley Professional, 2002
3. SIEGEL, Eric. Predictive analytics: The power to predict who will click, buy, lie, or die. John Wiley & Sons, 2013.
4. TYRYCHTR, J., VASILENKO, A. Business Intelligence in Agribusiness - Fundamental Concepts and Research. 1st ed. Brno : Konvoj, 2015. 80 pp. ISBN 978-80-7302-170-2.

EVALUATION OF ENTREPRENEURIAL ACTIVITY (EEEI5E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Karel Malec, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

Students will be familiar with main groups of stakeholders, their motivation and the analyses of financial statements. They are supposed to be able to apply this knowledge, and be able to determine the company value, strengths and weaknesses. The course participants should be able to use the discussed approaches, and analyses, and bring out their own results.

Lectures:

1. Introduction to the FSA, stakeholders, sources of information
2. Business assets, capital conversion cycle, depreciation
3. Equity and Liability, debts and interests, annuity
4. Present and Future Value, financial leverage, liquidity
5. Income statement, revenues and expenses
6. Cash flow, break-even point
7. Technical Analysis; horizontal and vertical
8. Methods of decomposition of given indicators, Du Pont Scheme
9. Business value and stocks
10. Fundamental Analysis of the company and stock market price

Seminars:

1. Searching key information and preparation for the project
2. Gathering the data, CCC calculation
3. Examples of debts and interests calculation
4. Leasing and comparison with the other alternatives of financing
5. Cost calculation formula, revenues and profit calculation
6. Cash flow; direct and indirect method, BEP calculation
7. Composed indicators of the technical analysis
8. Du Pont scheme application for selected companies
9. Stock intrinsic value
10. Project presentation and discussion

Study literature:

1. MULFORD, Charles W. a Eugene E. COMISKEY. *The Financial Numbers Game: Detecting Creative Accounting Practices*. Hoboken, NJ: John Wiley, 2011. ISBN 9780470495315.
2. ITTELSON, Thomas R. *Financial statements: a step-by-step guide to understanding and creating financial reports*. Rev. and expanded ed. Franklin Lakes, NJ: Career Press, c2009. ISBN 1601630239.
3. FRIDSON, Martin S. a Fernando ALVAREZ. *Financial statement analysis: a practitioner's guide*. 3rd ed., University ed. New York: J. Wiley, c2002. Wiley finance series. ISBN 0-471-40917-0.
4. BOGLE, John C. *The little book of common sense investing: the only way to guarantee your fair share of stock market returns*. 10th anniversary edition, updated & revised. Hoboken, NJ: Wiley, [2017]. ISBN 1119404509.
5. SWENSEN, David F. *Unconventional success: a fundamental approach to personal investment*. New York: Free Press, c2005. ISBN 9780743228381.

STRATEGIC MARKETING (ERE1EE)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The goal is to enhance knowledge and completion of required courses and literature to the ability to handle the managerial skills of strategic marketing management. Teaching is based on the use and development of knowledge of related subjects through lectures, seminars and tutorials on cases from practice.

Lectures:

1. Introduction to marketing management, its significance and functions. Marketing strategies.
2. Strategic marketing management processes, strategic marketing planning processes.
3. Internal marketing strategies preliminaries analysis, potential objectification, establishing and maintaining competitive advantage, co-operational approaches, marketing audit functions.
4. Formulation of suggested marketing strategies.
5. Orientation in marketing strategy approaches in accordance with: life cycles, product X service, market types, innovations, trade marketing, brand marketing, turbo, tele ... e-marketing, direct marketing, marketing strategies in accordance with customer

Seminars:

1. Initial training , organization and modalities of exercise, divided into teams , entering separate essay and the project team
2. Approval of the project focus on the real subject - see www.justice.cz / OR - Basic information about the company + balance sheet, income statement , annual report, audit report etc.
3. Assets and capital structure of the company , the results of business - financial health.
4. Analysis of internal assumptions and evaluation of entrepreneurial activity - current analysis and prediction of essential components.
5. Characteristics of the external business environment - prediction
6. Macro level (global : global trends , EU : legislation , subsidies , regulation , locale : GDP , inflation , taxes , interest rates , technology , mobility, demographics , etc.)
7. Confrontational SWOT matrix - the basis for strategy creation.
8. Inspection day projects.
9. Market business objectives , marketing objectives, marketing strategy proposal (MM) , action programs , finance + budgets.
10. Consulting projects.
11. Pass-eligible. Defense projects
12. Pass-eligible. Defense projects

MSc in Economics and Management

Programme syllabi



MSc EMN PROGRAMME SYLLABI

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MSc in Economics and Management

Programme syllabi – First year



SECTORAL ECONOMICS (EEE63E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General micro/macro economics

Objective and general description:

The course is designed to provide graduates with an overview of the basic economic aspects of the various sectors of the national economy in general and specifically with an emphasis on the agriculture and food industry, starting with a definition, description of the level and competitiveness of the sector, the production structure and ending with a search for the main forces affecting the sector. It deals in particular with the different factors of production at sectoral level (capital, labour, land), their mobility, quantitative and qualitative assessment and the market, especially at EU level with examples in individual national economies. Particular emphasis is placed on understanding cost categories, economic efficiency, interpretation of KPIs, non-productive functions of industries, sustainability and environmental aspects of the economy.

Lectures:

1. Position and interrelations of sectors in national economy. Production factors in general. Factor mobility. Land evaluation methods. Specifics of land market.
2. KPI in agricultural and non-agricultural sectors. Unconventional use of agricultural products.
3. Importance of the inputs in individual sectors, example of fertilizing.
4. Commodity vertical - division, definition of demand-supply mechanisms, partial market and its equilibrium.
5. Main scope of agricultural sectors – crop and animal production, definition of a food-chain.
6. Basic economic terms of production a processing of products. Costs as an economic category and cost calculations.
7. Influence of suppliers and purchasers/customers in sectors. Main channels through which sectoral growth contributes to general economic growth.
8. Market driving force; price transmission in the commodity vertical.
9. Measuring the shares of individual parts in the food-chain.
10. Investment dynamics and capital formation in individual sectors.
11. EU food and drink industry - sectoral point of view (case study). Economic effects of excise duties.
12. Energies and Energy sector - main commodities, drivers and trends (case study). Carbon neutral sectors.

Seminars:

1. Introduction to the course: program, demands, setting topics for the semestral project. Computing share of individual sectors in the GDP and economic KPI in practice.
2. Specifics of cost calculations in agribusiness.
3. Specifics of trade with the commodities – futures market example, cereals case study.
4. Energy trading examples and computation, WTI crude oil negative prices in 2020.
5. Computing of economics of processing of raw material shares of main players in food chains cereals case study.
6. Influences of the EU policies in production and processing of agricultural and non-agricultural commodities. Project presentation and evaluation.

Study literature:

1. COLLIGNON, S., ESPOSITO, P.: Competitiveness in the European Economy. Routledge Studies in the European economy, Routledge & CER, 2014. ISBN: 978-0415-71232-3
2. GEMAN, H.: Commodities and Commodity Derivatives: Modeling and Pricing for Agriculturals, Metals and Energy. John Wiley & Sons., U.K., 2009. ISBN: 978-0-470-68773-4
3. MALERBA, F.: Sectoral Systems of Innovation: Concepts, Issues and Analyses of Six Major Sectors in Europe. Cambridge University Press, 2004. ISBN: 978-0521-83321-9
4. MAS, M., STEHRER, R.: Industrial Productivity in Europe. Growth and Crisis, Edward Elgar, 2012. ISBN: 978-0857932099
5. NISSANKE M., MAVROTAS G.: Commodities, Governance and Economic Development under Globalization, Palgrave Macmillan, USA 2010. ISBN 978-1-349-30116-4
6. TVALCHRELIDZE, A., G.: Economics of Commodities and Commodity Markets, Nova Science Publishers, Inc., 2013. ISBN 978-1-622-57786-6

PUBLIC ECONOMICS (EEE10E)**Department of Economics**
Faculty of Economics and Management

Lecturer:	Doc. Ing. Irena Benešová, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General micro/macro economics

Objective and general description:

The aim of subject is to acquaint students with problems of functioning of the public sector. The emphasis is placed on the significance of public sector in market economy, from an economical viewpoint as well as viewpoint of meeting the needs of production subjects and citizens. Students extend their knowledge of welfare economics and examine the motivation behind government intervention in the economy. The subject explains the mechanisms of collective choice and income redistribution and explores the theory of taxation. Students enhance their ability to distinguish between different types of taxations. A special attention is paid to a state budget and public expenditures.

Lectures:

1. Welfare Economics
2. Market Failure
3. Economic principles of modern state
4. Public goods - introduction
5. General and partial equilibrium for public goods
6. Public expenditures. Effectiveness and efficiency of public expenditures.
7. Fiscal decentralization
8. Public budgeting systems. Budgetary income and expenditures.
9. Fiscal imbalance, deficit and debt
10. Introduction to the stabilization policy. Conflict between economy and policy.
11. Optimum taxation: Social aims and tax incidence
12. Social policy and redistribution of income

Seminars:

1. Institutional structure of the public sector
2. Public Choice
3. Education
4. Health
5. Evaluation of public expenditures
6. Poverty, inequality and redistribution

Study literature:

1. Auerbach, A. J. a Feldstein, M. 2002. Handbook of Public Economics Volume 4. 1. Amsterdam North-Holland Elsevier, 2002. stránky 1787 - 2430. 0-444-82315-8.
2. Backhaus, J. G. (2012): Handbook of the History of Economic Thought: Insight on the Founders of Modern Economics. Springer. DOI 10.1007/978-1-4419-8336-7.
3. Bailey, S. J. 2004. Strategic Public Finance. New York Palgrave Macmillan, 2004. p. 288.
4. Baldwin, R., Cave, M. and Lodge, M. (2012): Understanding Regulation Theory, Strategy and Practice. Part I: Fundamentals. 2nd edition. Oxford University Press. ISBN: 978-0-19-957609-8)
5. Huber, Juergen, Martin Shubik, and Shyam Sunder. 2018. "Financing of Public Goods through Taxation in a General Equilibrium Economy: Experimental Evidence." Journal of Economic Behavior and Organization 148: 171–88.
6. Hyman, D. N. (2008): Public Finance: A Contemporary Application of Theory to Policy. Chapter 4: Public Goods. 9th edition. South-Western. ISBN: 978-0-324-53735-2.
7. Juravle D. Sustainability of Public Finance: Eastern Europe Countries Case. 2019. Journal of Public Administration, Finance & Law;(16):97-105.
8. Kotera, Go, and Keisuke Okada. 2017. "How Does Democratization Affect the Composition of Government Expenditure?" Journal of Economic Behavior & Organization 137: 145–59.
9. Musgrave, R. A., Musgrave, P. B. (1989): Public Finance in Theory and Practice. Chapter 1: Fiscal Functions: An Overview. 5th edition. McGraw-Hill. ISBN: 0-07-100227-8.
10. Rosen, H.S., Gayer, T. (2010): Public Finance. Chapter 3: Tools of Normative Analysis. 9th Edition. McGrawHill. ISBN: 978-007-126788-5.

BUSINESS MANAGEMENT (EREZ5E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Fundamentals of Management; Fundamentals of Accounting

Objective and general description:

The subject focuses on variety of issues related to managing business with a strong emphasis on provision of deep understanding the complexity current businesses are facing to. The teaching approach adopt lecturers (including guest lectures), seminars, teamwork on case studies, business games and writing business reports.

Education Plan:

1. Current business environment
2. Ethics, social responsibility and sustainability
3. Managing and performing
4. Managerial decision making
5. Organisational structure and change
6. Human resource management and labour relations
7. Diversity in organizations
8. Work motivation for performance
9. Managing teams
10. Managing marketing and customer care
11. Managing technology and innovations
12. International business management

Study literature:

1. Ronald J. Ebert, Ricky E. Griffin: Business Essentials: Global Edition, 12th Edition, Pearson
2. Samuel C. Certo, S. Trevis Certo: Modern Management, 2020, Pearson

APPLIED ECONOMETRICS (EEEX1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48
Prerequisites:	Micro- and Macroeconomics, Mathematics and Statistics

Objective and general description:

The subject provides an introduction into econometric modelling. Students gain knowledge about the most important elements of econometric analysis and they practice it on different examples. The subject starts with the theory about linear regression model (specification, assumptions, estimation, generalized LRM, verification of LRM) and its empirical application. Then, the multiple-equation models are introduced and empirically applied. In the empirical analysis the students practise ex-post analysis, simulation and forecasting on different economic phenomena.

Lectures:

1. Econometrics model and this construction
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized LRM, heteroscedasticity, autocorrelation, multicollinearity
4. Testing of LRM assumptions; GLS
5. Model dynamization; dummy variables
6. Multiple-equation models; SUR
7. Simultaneous equation models
8. Panel data models - REM, FEM
9. Application:time series - price analysis SW Gretl - estimation, tests and interpretation
10. Application:time series - consumer analysis - SW Gretl - estimation, tests and interpretation
11. Application:time series - productivity and efficiency analysis SW Gretl - estimation, tests and interpretation
12. Application:time series - simulation and forecasting

Seminars:

1. Repeating of vector and matrix algebra. Repeating of regression and correlation analysis.
2. Construction of LRM.
3. Estimation of LRM and testing of model assumptions (verification).
4. Application of LRM; Dynamisation of econometric model.
5. Identification of EM and its transmission from the structural form into the reduced form.

6. Estimation of structural parameters - TSLM.
7. Derivation of one-equation product demand function and its economic interpretation.
8. Derivation and estimation of nonlinear consumption functions.
9. Econometric modelling of market. Simultaneous models, relation between its structural and reduced form.
10. Estimation of production and supply functions.
11. Relation between production factors and relation between production and branches.
12. Complex EM;
Application of EM in forecasting.

Study literature:

1. GREEN, W.H. Econometric Analysis, Printice Hall, 2003 (5th edition).
2. GUJARATI, D. N. Essentials of Econometrics, McGraw Hill, Inc., USA, 1992
3. CHAREMZA, Wojciech W., Deadman, Derek F. New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993
4. RAMANATHAN, R. Introductory econometrics, The Dryden Press 1995
5. JUDGE, G. and others The Theory and Practice of Econometrics, Wiley, New York 2000
6. SEDDIGHI, H.R. ET AL. Econometrics a practical approach. Routledge, London 2000.
7. STOCK, J.H., WATSON, M.W. Introduction to Econometrics, Prentice Hall, 2007.
8. WHITE, H. New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham, UK, 2004

ADVANCED METHODS OF SOCIAL RESEARCH (EHE96E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	Ing. Jiří Sálus
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is focused on quantitative approach in social research. Main purpose of the course is to introduce students with a complete research design of quantitative survey (empirical model, sampling, data collection and analysis) with the emphasis on advanced techniques and procedures. Successful engagement in the course assumes - and builds on - existing knowledge and skills related to survey research methods. Specific attention is paid to mutual linkages between research methods with advanced statistics.

Lectures:

1. Methodological Assumptions of Quantitative Research
2. Literature Review and Conceptualization of the Research
3. Empirical Model and Hypotheses Testing
4. Probability Sampling Procedures
5. Data Collection Techniques for Surveys
6. Scaling Procedures
7. Analysis of Survey Data 1 (Exploration of Data, Descriptive Statistics)
8. Analysis of Survey Data 2 (Testing Relationships)
9. Analysis of Survey Data 3 (Analysis of Nominal Variables)
10. Interpretations of Research Data
11. Q methodology
12. Research Ethics

Seminars:

1. Introductory discussion on sociology
2. Purpose of sociology in society – identification of research problem. Ethics of research in social sciences.
3. Quantitative and qualitative research in social sciences, the main differences.
4. Quantitative research, hypotheses formulation, general and work hypotheses, operationalization of variables.
5. Choice of sample, difference between samples of qualitative and quantitative approach, mistakes in choice.
6. Preparation of field examination in quantitative research, data collection and their preparation for processing.

Study literature:

1. VOGT, W P. Quantitative research methods for professionals. Boston, MA: Pearson/Allyn and Bacon, 2007. ISBN 0-205-35913-2.
2. BRYMAN, A. Social research methods. Oxford: Oxford University Press, 2008. ISBN 978-0-19-920295-9.
3. MCKEOWN, B. -- THOMAS, D B. Q methodology. Los Angeles [u.a.]: SAGE, 2013. ISBN 978-1-4522-4219-4.
4. FIELD, A P. Discovering statistics using IBM SPSS statistics. Los Angeles: SAGE, 2018. ISBN 978-1-5264-1952-1.
5. ROVAI, A P. -- BAKER, J D. -- PONTON, M K. Social science research design and statistics : a practitioner's guide to research methods and SPSS analysis. Chesapeake: Watertree Press, 2013. ISBN 978-0-9787186-7-1.

ICT FOR ECONOMISTS (ETEB7E)

Department of Information Technologies
Faculty of Economics and Management

Lecturers:	Ing. Petr Benda, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course responds to the dynamic development of ICT and creates prerequisites for the effective use of these technologies in related professional subjects. In processing the semester project, students solve complex practical situations from companies concerning their information systems. The whole subject is a general basis within the corridor, which is then elaborated in more detail in other subjects such as Business Statistics and Data Mining, IT for e-business, Business Intelligence and Computer Security.

Lectures:

1. Introduction - the importance of information for the manager.
2. Information technology development, client / server architecture.
3. Markup languages. HTML and XML features.
4. Internet infrastructure. Technology www. Security.
5. Computer Graphics and Multimedia.
6. Client-side Internet technologies.
7. Server-side Internet technologies.
8. Usability and accessibility of web sites.
9. Data Management, Modeling the Real World.
10. Information Systems Architectures.
11. E-commerce - Internet Marketing.
12. Knowledge Society.

Seminars:

1. Basic ICT concepts and relationships between them, introduction to the semester project
2. ICT infrastructure security in practice
3. Principle of Client - Server communication and WWW environment
4. Data Management and Data Mining
5. ITIL and COBIT from the economist's point of view
6. Data analysis in terms of e-business

Study literature:

1. DORAISWAMY, P. IT Project Management, 30 Steps to Success. IT Governance Publishing, 2011. ISBN 9781849281003
2. IBRAHIEM, M. and EL EMARY, M. Shaping the Future of ICT: Trends in Information Technology, Communications Engineering, and Management. CRC Press, 2017. ISBN 978-135165129-5
3. KRUG, S. Don't Make Me Think: Revisited. New Riders, 2014. ISBN 9780321965516
4. NIEDERST, J. Web design in a nutshell, 3rd Edition. O Reilly, 2009. ISBN 0-596-00987-9

INTRODUCTION TO STUDY (EXE31Z)**Economic Faculty**

Lecturer:	Ing. Bohuslava Boučková, CSc.
Teaching period:	Autumn + Spring semester
Type subject:	Bachelors
ECTS credit:	3
Assessment:	Fulfillment of requirements

Objective and general description:

Introduction to Study introduces students to the basic rules and procedures for study at the Economic Faculty. In addition, students get familiar with the environment and practices of CZU. In this subject students are introduced to the Study and Examination Regulations, safety procedures, internal rules of the faculty, information systems and the key contact persons.

Lectures:

1. To acquaint students with the environment CUA and information systems, especially LMS Moodle, where students can find all other information required for completing the course.

Study literature:

Higher Education Act 111/1998 Coll.

SUSTAINABLE GROWTH AND ECONOMIC POLICIES (EEEX2E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Doc., Ing. Irena Benešová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General economics, sectoral economics.

Objective and general description:

The course Economic Policies offers the concise information on different types and tools of economic policies, starting from the general definition of the goals, time and space levels, actors and tools of economic policies in general. Further included are the economic policies regarding production factors, food and nutrition policies, environmental policies, regional and structural policies, trade policies, economic transformation policies and development policies. A special attention is also paid to agricultural policy (in general and the EU CAP) and public sector policies. The theoretical issues are continually applied by the students in their team presentations.

Lectures:

1. Normative and positive theory of economic policy
2. Conceptual approach and typology of economic policy
3. Political economy of sustainable growth
4. Measures of productivity, economic growth and concept of convergence
5. Economic transformation
6. Technologies and sustainable growth
7. Trade policies to promote sustainable growth
8. Population growth, human capital and sustainable development
9. Sustainable growth and inequality
10. Food and agriculture policy
11. Fiscal policy
12. Sustainable growth and development

Seminars:

1. Industrial policy for a sustainable growth path
2. Energy Policy
3. Sharing economy and policy
4. Digital economy and policy
5. Circular economy and policy
6. Innovation and sustainable growth

Study literature:

1. ACEMOGLU, D. Introduction to modern economic growth. Princeton: Princeton University Press, 2009. ISBN 978-0-691-13292-1.
2. AGHION, P. -- DURLAUF, S N. Handbook of economic growth. Volume 2A. Amsterdam: Elsevier/North Holland, 2014. ISBN 978-0-444-53538-2.
3. BARRO, R J. -- SALA I MARTÍN, X. Economic growth. Cambridge, Mass.: MIT Press, 2004. ISBN 978-0-262-02553-9.
4. BÉNASSY-QUÉRÉ, A. Economic policy : theory and practice. Oxford: Oxford University Press, 2010. ISBN 978-0-19-532273-6.
5. BRUX, J M. Economic issues and policy. Australia: Cengage Learning, 2016. ISBN 9781285448770.
6. POTTS, J. Innovation commons : the origin of economic growth. New York, NY: Oxford University Press, 2019. ISBN 978-0-19-093750-8.
7. WEIL, D. -- SHARMA, A. Economic growth. London: Routledge, Taylor & Francis Group, 2016. ISBN 978-0-273-76929-3.

HUMAN RESOURCES MANAGEMENT (ERE25E)

Department of Management
Faculty of Economics and Management

Lecturer:	Doc. Ing. Martina Fejfarová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Management Theory, Basic of Legal Discipline, Personality Psychology and Communication

Objective and general description:

The goal of the course is to deepen and expand knowledge of personnel management and personnel activities of a manager and to obtain deeper knowledge and skills in areas like recruitment, adaptation, work performance motivation and stimulation, employee performance appraisal, training, development and career management. The basic forms of teaching include lectures and seminars oriented on practicing some of the skills as well as on cultivating opinions during case studies solution. A project on selected personnel management activity in a particular organization forms both a part of the seminars and a prerequisite to be eligible for the exam.

Lectures:

1. Human Resource Management in the 21st Century: Challenges for the Future
2. Labour market
3. Recruitment
4. Selection
5. New Employee Adaptation
6. Motivation and Employee Engagement
7. Reward Management
8. Performance Management
9. Training and Development
10. Career Management
11. Employee Mobility
12. Human Resource Management Perspectives

Seminars:

1. Course Structure
Requirements
2. Presentations
How to write a cover letter
3. Presentations
How to write a CV
4. Presentations
Job Interview
5. Presentations
Workshop
6. Credit week

Study literature:

1. ARMSTRONG, M. Armstrong's handbook of reward management practice : an evidence-based guide to improving performance through reward. London ; Philadelphia ; New Delhi: Kogan Page, 2019. ISBN 978-0-7494-8436-1.
2. LUSSIER, R N. -- HENDON, J R. Human resource management : functions, applications, and skill development. Los Angeles ; London ; New Delhi ; Singapore ; Washington DC ; Melbourne: Sage, 2019. ISBN 978-1-5443-3131-7.
3. MATHIS, R L. -- JACKSON, J H. -- VALENTINE, S. Human resource management. Stamford, CT, USA: Cengage Learning, 2014. ISBN 9781133953104.
4. PINK, D H. Drive : the surprising truth about what motivates us. Edinburgh: Canongate, 2018. ISBN 978-1-78689-170-9.
5. SNELL, S. -- BOHLANDER, G W. Principles of human resource management. [New York]: South-Western Cengage Learning, 2013. ISBN 9781111824624.

BUSINESS STATISTICS AND DATA MINING (ESEA9E)

Department of Statistics
Faculty of Economics and Management

Lecturer:	Ing. Tomáš Hlavsa, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Statistics I, Statistics II.

Objective and general description:

The course synthesizes notions gained in statistical courses at BSc level and expands those especially in the domain of multivariate data processing and in processing and assessment of economic information.

Lectures:

1. Introduction to datamining. The CRISP-DM methodology.
2. Exploratory data analysis.
3. Data preparation - categorization, transformation, restructuring.
4. Cluster analysis. Segmentation.
5. Introduction to modelling.
6. Decision trees.
7. Linear regression.
8. Logistic regression.
9. Logistic regression - contrasts.
10. Model combination.
11. Validation.
12. Project defence.

Seminars:

1. Exploratory data analysis. Data preparation - categorization, transformation, restructuring.
2. Cluster analysis. Segmentation.
3. Decision trees.
4. Linear regression.
5. Logistic regression.
6. Model combination. Validation.

Study literature:

1. NISBET, R. -- ELDER, J. -- MINER, G. Handbook of statistical analysis and data mining applications. Amsterdam: Amsterdam, 2009. ISBN 978-0-12-374765-5.
2. RENCHER, A. C. Multivariate statistical inference and applications. New York: Wiley, 1998. ISBN 0471571512.

IT FOR E-BUSINESS (ETE44E)**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	Ing. Petr Benda, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	English, B.Sc. studies

Objective and general description:

The course introduces students to a synthetic view of information technology (IT) development in terms of management and business and also in terms of the effects of IT on users. It also acquaints students with trends of IT development and enables them to better orientate in using these technologies for e-business. Using the case studies, the course demonstrates to students how to realize business using the Internet and how to compete in today's online world. The practical part of the course is focused on e-commerce and the implementation of B2C and B2B online services. The basic form of teaching are lectures, seminars in computer laboratories, and individual work of students. It is a complex subject, which is an introduction to a wide range of issues. Other subjects, like Business Intelligence and Computer Security thus develop the partial parts of this subject in more detail.

Lectures:

1. Introduction into the course unit, e-business and e-commerce
2. Business and e-business
3. Computational model development and network architecture
4. Network architecture and Internet
5. Internet technologies on the client and server side
6. ICT security
7. Online marketing
8. SEO - Search Engine Optimization
9. UX, usability and accessibility
10. Use of social networks
11. Web analytics and the importance of data
12. IT management and virtual teams

Seminars:

1. The concept of e-commerce and an introduction to a semester project
2. Client - Server communication and WWW environment, CMS installation
3. CMS security and preparation for interconnection of third party services
4. SEO analysis implementation
5. Analysis of a semester project in terms of usability and accessibility
6. Preparation of web analytics for a semester project

Study literature:

1. Kosiur, D. Elektronická komerce - principy a praxe. Brno, Computer Press 1999. 267s. ISBN 80-7226-097-9.
2. Bergmen, T.P. The Essentials Guide to Web Strategy for Entrepreneurs. Prentice Hall 2002. ISBN 0-13-062111-0
3. GÁLA, L.; BUCHALCEVOVÁ, A.; JANDOŠ, J. Podniková architektura. 1.vyd. Řepín - Živonín Tomáš Bruckner, 2012. 222 s. ISBN 978-80-904661-6-6
4. Zeldman, J. Tvorba webů podle standardů XHTML, CSS, DOM a dalších. Computer Press 2004. ISBN 80-251-0347-1

ACCOUNTING (EUE01E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Enikő Lőrinczová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of this course is to provide theoretical knowledge and practical skills of financial Accounting, Taxes and Accounting harmonization. The course focuses on the Financial Statements (Balance-sheet, Income Statement, Notes, Cash-flow statement and Changes in Equity), and on the recording of the related accounting events.

Lectures:

1. The financial statements.
2. Accounting harmonization.
3. The balance sheet.
4. The income statement by nature.
5. The income statement by function.
6. Changes in own inventory.
7. The cash-flow statement.
8. Components of own Equity. Earnings per share.
9. The cost and equity method of recording securities.
10. Income tax. Deferred tax.
11. Accruals and deferrals. Provisions. Adjustments to assets.
12. Presentation by students on the accounting system in their home country.

Seminars:

1. Classification of the balance sheet items.
2. Recording on the balance sheet items.
3. Classification of the income statement items.
4. Recording on the income statement by nature items.
5. Recording on the income statement by function items.
6. Recording and reporting the changes in own inventory.
7. Depreciation of assets.
8. Product costing
9. Inventory valuation - FIFO, LIFO, average
10. Presentation by students on the accounting system in their home country.

Study literature:

1. EU. The Council of the European Communities. Fourth Council Directive 78/660/EEC of 25 July 1978 on the annual accounts of certain types of companies. In Official Journal OJ L 222, 14.8.1978.
2. ELLIOTT B. Financial Accounting and Reporting. Harlow UK:Pearson, 2019, 928 p., ISBN-13 : 978-1292255996
3. LÓRINCZOVÁ, E. Accounting workbook. Praha:ČZU, p. 121, ISBN 978-80-213-2461-9.
4. MAYNARD,J. Financial Accounting, Reporting, and Analysis. UK:OUP Oxford, 2017, 936 p., ISBN-13 : 978-0198745310
5. MELVILLE, A. International Financial Reporting : A Practical Guide. Harlow, UK:Pearson, 6. edition, 2017, 512 p., ISBN-13: 978-1292200743
6. NOBES, CH., PARKER, R. Comaparative International Accounting. Harlow, UK:Pearson, 13. edition, 2016, 640 p., ISBN-13: 978-1292081908
7. PKF International Ltd.: Wiley Interpretation and Application of IFRS Standards (Wiley Regulatory Reporting). NJ, USA: John Wiley & Sons, 2018, 1016 p., ISBN-13: 978-1119461500

DECISION SUPPORT SYSTEMS (EAE24E)**Department of Systems Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Ludmila Dömeová, CSc.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	B.Sc.level of mathematics, economy, management, informatics

Objective and general description:

Economics education is incomplete without an understanding of modern approaches to management and decision-making and the DDS are widely used in managing of a business and all types of managers can profit from the knowledge of them. The goal of the subject is to give an overview of systems theory, quantitative methods and other branches usefull in decision-making process analysis and in decision support systems, to help students understand the fundamental concepts and techniques of DSS, its importance to corporate competitiveness.

Lectures:

1. Systems science. Paradigm of system, Modelling and Metamodeling
2. Decision-making process, structure, phases
3. Cognitive approach in Decision Support
4. Decision Support Systems History
5. Decision Support Systems Projects
6. Decision Support Systems - Types, Efectivity
7. Experts Systems and Its History, Artificial Inteligence
8. Knowledge Systems
9. Model-Driven DSS, Data and Document-Driven DSS
10. Knowledge-Driven DSS
11. Communication and Group-Driven DSS, WEB-Based DSS
12. Practical examples

Seminars:

1. Decision-making Process, Analysis of Decision-making Phases, Decision-making Structure
2. Design of Decision Support Systems Userface
3. Project of Decision Support Systems
4. Model-Driven DSS, Data and Document-Driven DSS, Knowledge-Driven DSS
5. Communication and Group-Driven DSS, WEB-Based DSS
6. The defense of student projects.

Study literature:

1. Turban E.: Decision Support Systems. Wiley, 4th ed., N.Y., 1998.
2. Schaik F.D.J.: Effectiveness of Decision Support Systems. Delft University Press, 1988.
3. Decision Support systems, The International Journal, North-Holland, ISBN 0137-9236. Selected volumes.

ADVANCED ENVIRONMENTAL ECONOMICS (EEEX5E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Doc., Ing. Petr Procházka, MSc., Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject provides advanced insight into environmental economics and related environmental public policies. Students gain knowledge about the most important elements of environmental economics and they learn about theoretical and practical aspects of environmental economics in various areas of environment. The subject starts with the theory related to externalities, public goods and methods of non-market valuation. Furthermore, each method is described and applied to current global environmental affairs. Finally, various existing/future policies are analyzed using knowledge gained in the previous part.

Lectures:

1. Goals of environmental economics, background and definitions
2. Application of environmental economics to renewable resources - optimal extraction
3. Application of environmental economics to non-renewable resources - depletion and preservation
4. Public goods from environmental economics perspective
5. Externalities and their solution
6. Fundamentals of non-market valuation (application to current env.issues)
7. Hedonic pricing method
8. Contingent valuation method
9. Travel cost method
10. Method of conditional evaluation
11. Sustainable development
12. Analysis of environmental policy

Seminars:

1. Externalities quantification
2. Renewable resources
3. Non-renewable resource
4. Advanced non-market valuation - application
5. Advanced non-market valuation - application
6. Analysis of environmental policies

Study literature:

1. Anderson, D.A., 2019. Environmental economics and natural resource management. Routledge.
2. Kolstad, C., 2011. Intermediate environmental economics: International edition. OUP Catalogue.
3. Pindyck, R.S., 2007. Uncertainty in environmental economics. Review of environmental economics and policy, 1(1), pp.45-65.
4. Seneca, J.J. and Taussig, M.K., 1974. Environmental economics.
5. Thampapillai, D.J. and Ruth, M., 2019. Environmental economics: Concepts, methods and policies. Routledge.

INTERNATIONAL ECONOMICS (ENE60E)

Department of Economic Theories
Faculty of Economics and Management

Lecturer:	PhDr. Oldřich Ludwig Dittrich, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course introduces models of international trade and applies the theory to analyze gains from trade, pattern of trade, protectionism, balance of payments, exchange rate determination, international policy coordination and international labor and capital markets.

Literature:

1. World trade: An Overview.
2. Labor Productivity and Comparative Advantage.
3. Resources, Comparative Advantage, and Income Distribution.
4. Standard Trade Model.
5. Economies of Scale, Imperfect Competition, and International Trade.
6. International Factor Movements.
7. Instruments of Trade Policy.
8. The Political Economy of Trade Policy.
9. Trade Policy in Developing Countries.
10. Controversies in Trade Policies.
11. National Income Accounting and Balance of Payments.
12. Exchange Rates and the Foreign Exchange Market: An Asset Approach.

Seminar

1. World trade: An Overview. Labor Productivity and Comparative Advantage.
2. Resources, Comparative Advantage, and Income Distribution. Standard Trade Model.
3. Economies of Scale, Imperfect Competition, and International Trade. International Factor Movements.
4. Instruments of Trade Policy. The Political Economy of Trade Policy.
5. Trade Policy in Developing Countries. Controversies in Trade Policies.
6. National Income Accounting and Balance of Payments. Exchange Rates and the Foreign Exchange Market: An Asset Approach.

Study literature:

1. KRUGMAN, P R. -- OBSTFELD, M. International economics : theory and policy. Boston: Pearson/Addison Wesley, 2006. ISBN 978-0-321-53035-6.
2. SAWYER, W C. -- SPRINKLE, R L. International economics. London: Pearson Prentice Hall, 2009. ISBN 978-0132089975.

PSYCHOLOGY OF ORGANISATION BEHAVIOUR (EPE16E)

Department of Psychology
Faculty of Economics and Management

Lecturer:	PhDr. Kristýna Krejčová, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course objective is to help the students to understand the human side of an enterprise. Basically, it is a course in psychology of work, but the way this subject is dealt with takes the inner logic of an organisation in the account. Work psychology is about people's behaviour, thought and feelings related to their work. It could be used to improve our understanding and management of people at work. Moreover, psychological processes, like group dynamics, and communication processes shape organisational structures, and processes of production. It aims to make clear how closely are management, work, and inner workings of men knit together.

Lectures:

1. Perspectives on work organizations and cultures. Characteristics of organizations.
2. Person in a workplace. Different approaches to the study of a person at a workplace.
3. Work psychology as a field of study - its origins, uses, research, and the present state of the art.
4. Applying psychology in HRM.
5. Individual differences. Cognitive ability. Intelligence and intelligence tests. Personality tests.
6. Personnel selection assessment and training processes. Job analysis. Validity and reliability.
7. Group dynamics.
8. Stress at work and its management. Sources and costs of stress. Dealing with stress at workplace.
9. Work motivation. Content and process theories of work motivation.
10. Pay and motivation. Reward and punishment in work behaviour.
11. Teams and cooperation development. Negotiation and persuasion.
12. Training at work. Assessing needs and training design. Training transfer and evaluation.

Seminars:

1. Types of learning, methods of learning, ways used by human brain to process data.
2. Accessing other people and establishing rapport.
3. Group dynamics.
4. Types of interpersonal behaviour.

5. Assertiveness training.
6. Psychological contract.

Study literature:

1. Anderson N., Ones D.S., Sinangil K., Viswesvaran C. (Eds.), (2001) Handbook of Industrial, Work, and Organizational Psychology, Vol. 2 Organizational Psychology, Sage, London. ISBN Volume 2 0 7619 6489 4
2. Brett, J.M. and Drasgow, F. (Eds.), (2002). The psychology of work theoretically based empirical research. Lawrence Erlbaum Associates, Inc. London. ISBN 0-8058-3815-5
3. Fulcher, E. (2005). A guide to coursework in psychology. Taylor & Francis Group, Psychology Press, New York, NY. ISBN 1-84169-559-9

MSc in Economics and Management

Programme syllabi – Second year



WORLD ECONOMY (EEEE1E)**Department of Economics**
Faculty of Economics and Management

Lecturer:	prof. Ing. Luboš Smutka, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Courses in Macroeconomics and Microeconomics

Objective and general description:

The aim of the course is to improve English communication of the students in business environment and to improve their command of the English language. The subject is aiming at advanced students of the English language. The students will acquire specialised terminology in the area of commerce and economics, management, marketing, accounting and finance. The students will acquire the knowledge of practical use of English in business environment. Additionally, they will gain specialised phraseology for specialised contacts in written form (orders, invoices, business correspondence).

Lectures:

1. Theory of business communication and barriers to effective communication.
2. The importance of setting clear objectives and other matters connected with planning.
3. Using the correct method to communicate a given message effectively.
4. Using body language and other non vocal aids to promote the effective transmission of ideas.
5. Holding different types of meetings and discussions.
6. Handling questions in a useful and helpful manner whilst being persuasive.
7. The ability to effectively summarise meetings or a given piece of written information
8. Theoretical and Practical Report Writing
9. Planning negotiating strategies to build long lasting business relationships.
10. Negotiating in an effective manner to maximise outcomes
11. Modifying written communications for a stated purpose.
12. Successfully communicating with the market place

Seminars:

1. Analysis of Articles from ,The Economist.
2. Analysis of Articles from ,The Financial Times.
3. Business Communication.
4. Negotiation Strategies in Business.
5. Individual Presentations.
6. Business Project Preparation.

Study literature:

1. FLOYD, D., Letts Revise AS and A2 - Business Studies Complete Study and Revision Guide. HarperCollins Publishers Limited, London, 2011. 296 p. ISBN 1-844-19438-8.
2. KENNEDY, G., Everything is Negotiable. Random House, New York, 2010. 384 p. ISBN 1-409-02088-6.

MARKETING (EREB2E)**Department of Economics and Management**
Faculty of Economics and Management

Lecturer:	prof. Ing. Jan Hron, DrSc., dr. h. c.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Management, Management Theory

Objective and general description:

The "Marketing" course introduces the concept of consumers' needs (1994 AMA definition) to the competition offers the global market (2007 AMA definition). These principles are demonstrated on existing Web applications of public institutions and its administrative processes. Students select their project topic and defend it in examination protocol. It contains the analytical part, where turnover should be derived in targeted market segments.

Lectures:

1. Marketing : A philosophy of business.
2. Monitoring of environment.
3. Segmentig markets. Consumer markets and segmenting organizational markets.
4. Analyzing of consumer behavior.
5. Formal and informal information flows. Marketing information system.
6. Marketing research.
7. Product life cycle.
8. Managing products. Development new products.
9. Marketing intermediaries - distribution channels and types of D.Ch..
10. Pricing. Adaptation strategy of price-setting.
11. Communication process and communication tools in marketing.
12. Using of new communicational media and interactive approach to marketing communication.
13. Managing the sala force. Personal selling.
14. Problems of global development.

Seminars:

1. Introduction, Setup working teams.
2. Selection of project subject Team discussion, consultation with lecturer.
3. Visit Trade fair 'Reklama'.
4. Presentation of project methodology, designing questionnaire.
5. Case study - PLC - preparation phase.
6. Case study - presentation.
7. Field research.
8. Field research.
9. Field research.
10. Field research.
11. Field research.
12. Case study - Communication - preparation phase.
13. Case study - presentation.
14. Project presentation.

Study literature:

1. Bennet, D., Peter, : Marketing. McGraw-Hill Inc. New York 1988
2. Kinnear, C., Thomas. Taylor, R., James, : Marketing Research. McGraw-Hill, Inc. New York 1991
3. Walker, O.C., Boyd H. W., Larreche, Jean-Claude, : Marketing Strategy (Planning and Implementation). Irwin McGraw-Hill, Inc. New York 1995
4. Pepperdine University: Marketing Annual Editions 96/97
5. Belch, E., G., Belch M., A., : Introduction to Advertising & Promotin. Irwin, Chicago 1995
6. Schoell, W., F., Guiltinan, J., P. : Marketing Essentials. Allyn and Bacocn, 1993.
7. Kotler, P., : Marketing Management. Prentice Hall, New Jersey, 1994
8. Zikmund, W., G., 'dAmicjo, M., Marketing. West Publishing Company, Mineapolis/ St. Paul, 1993

EU INTEGRATION (EEEE1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU and develop the students' abilities in analyzing political decision-making and institutional organization within the processes of European integration. Special attention is paid to the EU common policies. The course will also provide students with general knowledge of the EU international relations connected with globalization and regionalization. The course is taught in co-operation with visiting lecturer from another EU country. Students prepare individual essays to the given topics.

Lectures:

1. Theories of integration.
2. History and development of the EU.
3. Institutions of the EU. Decision-making processes in the EU.
4. The basic principles and freedoms of the Communities.
5. European single market.
6. European monetary union. EU budget.
7. Common trade policy. Competition policy.
8. Common agricultural policy.
9. Common regional policy.
10. European social policy.
11. Environmental policy.
12. European external relations. The EU's foreign, security, and defence policies. European development policy.

Seminars:

1. Commonalities and differences between member states.
2. Current problems of the European Union
3. EU Enlargement: processes, impacts. Neighbourhood Policy.
4. Future of the EU.
5. EU in the global market.
6. EU and other integration blocks

Study literature:

1. Artis, M., Nixson, F.: The Economics of the European Union. Oxford, Oxford University Press, 2001.

2. Bretherton, C., Vogler, J.: The European Union as a global actor. London, Routledge, 2006
3. El-Agraa, A. M.: The European Union. Harlow, Pearson Education, 2004.
4. Elgström, O., Smith, M. (eds): The European Union's Roles in International Politics: Concepts and Analysis. London, Routledge, 2006
5. Jörgensen, K.E., Pollack, M. en Rosamond, B.: Handbook on European Union Politics, London: Sage, 2007.
6. Molle, W.: The Economics of European Integration. Aldershot, Ashgate, 2001
7. Nugent, N.: The Government and Politics of the European Union. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2006.
8. Oskam, A. & Burell, A.: Agricultural policy and enlargement of the European Union. Wageningen Pers, 2000.
9. Pelkamns, J.: European Integration - Methods and Economic Analysis. Harlow, Pearson Education Limited, 2006.
10. Peterson, J., Shackleton, M.: The Institutions of the European Union. Oxford, Oxford University Press, 2006.

MANAGEMENT INFORMATION SYSTEMS (EIE18E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Josef Pavlíček, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to introduce students to the principles of the software analysis and design of modern information system. This subject takes deep focus at GUI development process problem. For common software products is necessary to be able defining smart user interface according to user requirements and user Mind Model. Graduate student gain deep skills at Human Interface Designing process according to ability using Ergonomics technics.

Lectures:

1. ICT management and its relation to information and business strategy.
2. ICT project lifecycle regarded from manager perspective. Dependence on information system development and organization
3. Process driven approach of ICT projects, management documentation, tasks necessary for project initiation and closing
4. The concept of business and workflow process and process model. The role of Petri nets and finite state machines for
5. Requirement engineering techniques. Interviewing for process model gathering and validation.
6. Object/oriented process models. Concepts and relationships.
7. Concepts and relationships in model of conceptual objects. Optimization and transformation between business process
8. Validation and optimization of the conceptual model. Design patterns and object normal forms. Transition to the software
9. Software implementation alternatives. Differences in approaches in miscellaneous programming paradigms.
10. The role of CASE and CAME tools in consulting and analysis activities. The fundamentals of metamodeling.
11. The issue of quality and maturity of ICT processes. CMM and ITIL approach.
12. Agile approach for information systems modelling and implementation.

Seminars:

1. Advanced work with CASE tool. Report generation. Report programming.
2. The usage of CASE tool outputs for management documentation.
3. Process model examples as the requirement base for an information system.
4. Examples of models in OBA and BORM.
5. Examples of software model development in CASE tool.
6. Semestral projects presentations.

Study literature:

1. Taylor, David A. Business Engineering with Object Technology, John Wiley 1995 ISBN 0471045217
2. Darnton, Geoffrey, Darnton, Moksha Business Process Analysis International Thomson Publishing 1997 ISBN 1861520395
3. Partridge C. Business Objects - Reengineering for Reuse, Butterworth-Heinemann 1996, ISBN 07506-2082X
4. Yourdon E. Mainstream Objects - An Analysis and Design Approach for Business, Prentice Hall 1995 ISBN 0-13-209156-9
5. Goldberg Adele, Kenneth Rubin S. Succeeding with Objects - Decision Frameworks for Project Management, Addison Wesley 1995, ISBN 0-201-62878-3
6. Finkelstein Clive. An Introduction to Information Engineering - From Strategic Planning to Information Systems, Addison Wesley 1989, ISBN 0-201-41654-9
7. Satzinger John W, Orvik Tore U. The Object-Oriented Approach - Concepts, Modelling and System Development, Boyd&Fraser 1996, ISBN 0-7895-0110-4

**PSYCHOLOGY OF ORGANISATION AND BEHAVIOUR AT WORK
(EPE16E)****Department of Psychology**
Faculty of Economics and Management

Lecturer:	Mgr. Daniel Messele Balcha
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course objective is to help the students to understand the human side of an enterprise. Basically, it is a course in psychology of work, but the way this subject is dealt with takes the inner logic of an organisation in the account. Work psychology is about people's behavior, thought and feelings related to their work. It could be used to improve our understanding and management of people at work. Moreover, psychological processes, like group dynamics, and communication processes shape organisational structures, and processes of production. The aim making clear how closely are management, work, and inner working of men knit together. Most of the curriculum is covered in scheduled lectures and seminars. Experiential learning in seminars facilitates learning of the subject. The students have to submit an essay on a subject covering one of the themes of the course. The essays are evaluated at the end of the course.

Lectures:

1. Perspectives on work organizations and cultures. Characteristics of organizations.
2. Person in a workplace. Different approaches to the study of a person at a workplace.
3. Work psychology as a field of study - its origins, uses, research, and the present state of the art.
4. Applying psychology in HRM.
5. Individual differences. Cognitive ability. Intelligence and intelligence tests. Personality tests.
6. Personnel selection assessment and training processes. Job analysis. Validity and reliability.
7. Group dynamics.
8. Stress at work and its management. Sources and costs of stress. Dealing with stress at workplace.
9. Work motivation. Content and process theories of work motivation.
10. Pay and motivation. Reward and punishment in work behaviour.
11. Teams and cooperation development. Negotiation and persuasion.
12. Training at work. Assessing needs and training design. Training transfer and evaluation.

Seminars:

1. Types of learning, methods of learning, ways used by human brain to process data.
2. Accessing other people and establishing rapport.
3. Group dynamics.
4. Types of interpersonal behaviour.
5. Assertiveness training.
6. Psychological contract.

Study literature:

1. ARNOLD, J. et al., 2005: Work Psychology. Financial Times, London
2. IVANCEVITSH, J. M., MATTESON, M. T., 1990: Organizational Behavior and Management. BPI/Irwin, Boston
3. MOORHEAD, G.; GRIFFIN, R. W., 1989: Organizational Behavior. Houghton, Boston
4. NELSON, P.L.; QUICK, J. C. 1996 Organizational Behavior. The Essentials. Minneapolis: West Publishing Company
5. SCHERMERHORN, J. R. et al. 1997 Organizational Behavior. N. York: John Wiley & Sons
6. ORGAN, D. W.; BATEMAN, T. S., 1991: Organizational Behavior. Irwin, Boston
7. TSOUKAS, L. 1994 New Thinking in Organizational Behaviour. Oxford: Butterworth - Heinemann

TRADE THEORY AND FOREIGN TRADE (EEEE2E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course unit provides students knowledge from the area of world trade which is inseparably connected over the globe. The reasons of such mutual connection are explained with an aim to show how increasing foreign trade determines the globalization and integration processes. The course is given in lectures and practicals. The students also will work out individual projects.

Lectures:

1. International trade theory
2. The political economy of international trade
3. External economic relations
4. The role of foreign trade in national economy
5. Liberalization vs. protectionism - the regulation of external economic relations
6. Basic export and import operations
7. Trading terms and the content of commercial agreements
8. Commercialism
9. Regional economic integrations
10. European Union, foreign trade and Lisbon strategy
11. Global capital market, international financial regime
12. Foreign direct investment and foreign exchange market

Seminars:

1. Introduction to trade theory, relevant information sources (e-info, yearbooks, etc.)-UN, OECD, Eurostat...
2. Price development trends and structural changes in the world trade
3. Territorial and commodity structure of the world trade
4. World trade in agricultural and foodstuff products
5. Institutional structure of the world trade
6. Efficiency of export measures, development aid, crisis in developing countries

Study literature:

1. KENEN, P. B. The International Economy. Cambridge University Press, 1994. 624 s. ISBN 0-521-43618-4.
2. DIECKHEUER, G. Internationale Wirtschaftsbeziehungen. Oldenbourg Vlg., München - Wien, 1998. 596 s. ISBN-13 978-3486258066.
3. CIHELKOVÁ, E. a kol. Světová ekonomika-regiony a integrace. Praha Grada Publishing, 2002. S. 244. ISBN 8024701936.
4. BOHÁČKOVÁ, I., JENÍČEK, V., SVATOŠ, M., Evropská integrace (European Integration). Praha Credit, 2003. 189 s. ISBN 80-213-0983-0 .
5. KRUGMAN, P.R., OBSTFELD M. International Economics Theory and Policy. 6th ed. Addison-Wesley, 2002. 784 s. ISBN-10 0201770377.

STATISTICAL SEMINAR (ESE23E)

Department of Statistics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Zmatlík, Ph.D.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This is a course for students who have passed two semesters of basic statistics (e.g. Statistics I and II). The course intends: to review basic statistical methods while working on the diploma thesis and (for the Czech students) to introduce the English statistical terminology. Further, the course should bring more insight into basic statistical methods and offer some alternatives based on modern developments. During seminars, which shall take place in a computer lab, the students should learn to use statistical SW (SPSS) and will have a chance to discuss choice of statistical methods suitable for their individual data, application of these methods and interpretation of the results.

Lectures:

1. Review of basic statistical notions.
2. Distribution models in statistics. Exploring data and distributions.
3. Statistical measures. Finite sample breakdown point.
4. The normal curve and outlier detection.
5. Robust measures of location.
6. Accuracy and inference, confidence intervals.
7. Testing statistical hypotheses.
8. Analysis of variance.
9. Exploring data and relationships.
10. Regression analysis methods.
11. Model building and model diagnostics.
12. Categorical data and measures of association.
13. Individual projects.

Seminars:

1. Basic information on SPSS moduls. Data editor. Import and export of data files.
2. Descriptive statistics and graphs in SPSS.
3. SPSS Syntax Files.
4. Testing hypotheses on means in SPSS.
5. Analysis of variance.
6. Robust measures of location.
7. Regression analysis, modul Base.
8. Nonlinear regression, modul Regression Models.
9. Contingency tables, modul Tables.
10. Time series. Building a model, possibilities of choice.
11. Individual Seminar Projects.
12. Individual Seminar Projects.
13. Individual Seminar Projects.
14. Defence of the Seminar Projects.

Study literature:

1. Svatošová, L., Kába, B., Prášilová, M.: Zdroje a zpracování sociálních a ekonomických dat. Učební texty. PEF ČZU, 2004.
2. Brabenec, V., Šařecová, P.: Statistické metody v marketingu a obchodu. Vybrané přednášky a příklady. PEF ČZU, Praha 2001.
3. Prášilová, M., Svatošová, L.: Cvičení ze statistiky. PEF ČZU, 1996, 1997.
4. Cyhelský, L., Kahounová, J., Hindls, R.: Elementární statistická analýza. Management Press, Praha 1996.
5. Anděl, J.: Základy matematické statistiky. Matfyzpress, Praha, 2002.
6. Svatošová, L., Kába, B., Prášilová, M.: Zdroje a zpracování sociálních a ekonomických dat. Učební texty. PEF ČZU, 2004.
7. Brabenec, V., Šařecová, P.: Statistické metody v marketingu a obchodu. Vybrané přednášky a příklady. PEF ČZU, Praha 2001.
8. Hebák, P. a kol.: Vícerozměrné statistické metody 1, 2 a 3. Informatorium, Praha 2004 a 2005.
9. Johnson, R.A., Wichern, D.W.: Applied Multivariate Statistical Analysis. Prentice Hall, Upper Saddle River, 1998.
10. Lindsey, J. K.: Introduction to Applied Statistics, a modelling approach. Oxford University Press New York 2004, 2nd ed.
11. Meloun, M., Militký, J.: Kompendium statistického zpracování dat. Academia, Praha 2002.
12. Simonoff, J.S.: Analyzing Categorical Data. Springer, New York 2003.

CO-OPERATIVE BUSINESS (ERE32E)**Department of Management**
Faculty of Economics and Management

Lecturer:	prof. Ing. Jan Hron, DrSc., dr. h. c.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

One of the aims of this subject is to make students more aware of the significance of co-operatives and the key roles they are playing in the lives of so many people. Another key objective is to underline the competitive advantages of the co-operative way of doing business, and to suggest ways in which co-operatives can build on their competitive edge. Important personalities in the development of cooperatives. Emergence of early cooperatives in Western Europe, early cooperative efforts in other selected countries. Nature and objectives of cooperative enterprise: principles and characteristics of the cooperatives-definition, aim and differences between cooperatives and other forms of enterprises. The lectures and seminars are the in-class activities but the students are also required to work out of classes on their projects.

Lectures:

1. Why study Co-operatives? The variety of co-operative businesses
2. The origins of co-operative action
3. Co-operative principles and process
4. Approaches to analyzing co-operatives
5. The management dilemmas of conventional business
6. The management dilemmas of co-operatives
7. Financing co-operatives
8. Managing a co-operative democracy.
9. Directing co-operative and corporate governance.
10. Dilemmas of openness. Dilemmas of success
11. Community co-operatives and rural development. Co-operatives and the provision of credit
12. Developing co-operatives. Relations with governments.

Seminars:

1. Reasons of study Co-operatives. The examples of their variety.
2. Co-operative action, movement and principles.
3. Analyzing co-operatives.
4. Financing co-operatives.
5. Managing a democracy in co-operatives.
6. Dilemmas of openness. Dilemmas of success.
7. How to develop co-operatives."

Study literature:

1. Faulkner, D., de Rond, M. Cooperative Strategy Economic, Business, and Organizational Issues, Oxford University Press, USA (January 17, 2002), ISBN-13 978-0199248537, pp. 418.
2. Birchall, J., People-centred Businesses Co-operatives, Mutuals and the Idea of Membership, Palgrave Macmillan (December 7, 2010), ISBN-13 978-0230217188, pp. 224.
3. Battilani, P., Schröter, H. G., The Cooperative Business Movement, 1950 to the Present (Comparative Perspectives in Business History), Cambridge University Press (September 3, 2012), ISBN-13 978-1107028982, pp. 288.
4. Briscoe, R., Ward, M., The Competitive advantages of Co-operatives. Septimus Centre for Co-operative studies, NUI, Cork, 2000, ISBN 0946503141, pp. 80
5. Briscoe, R., Ward, M., Co-operatives of Ireland. Septimus Centre for Co-operative studies, NUI, Cork, 2000, ISBN 094650315 X, pp. 103

DIPLOMA THESIS SEMINAR (EEEE4E)**Department of Economics**
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková , CSc.
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the seminar is to support students in the diploma thesis writing including the language support. The theoretical part includes the basic methods of working with literature and other resources, methods and tools of data processing and presentation, structuring of a scientific thesis, its analysis and conclusion. The practical part consists of diploma thesis presentation methods, state examination procedure and important points including behaviour and language support. Students will prepare and present at the seminars selected parts of their diploma thesis, their performance will be analysed and evaluated.

Lectures:

1. Diploma thesis as scientific work - introduction.
2. Ethics of research and scientific work.
3. Basic scope, structure and time-table of the diploma thesis preparation. Risks to avoid.
4. Literature resources: seeking, processing, quoting.
5. The pros and cons of internet as a resource.
6. English language as the tool of the DT I.: style, sentences, paragraphs.
7. English language as the tool of the DT II.: abbreviations, ungrammatical English, punctuation.
8. The DT style: How to interest a reader. Tables, graphs, diagrams.
9. Conclusions of the DT. Use of methods: SWOT analysis, synthesis.
10. Medium term evaluation: How far have you got with your DT, what are the main problems to face and solve.
11. Diploma thesis presentation I.: Structure and techniques of presentation. .ppt presentation.
12. Diploma thesis presentation II.: How to deal with opponents and critical questions.
13. State examination: its time table and procedure.
14. Ten commandments of the preparation for state examination. Problems to avoid.

Seminars:

1. Introduction to the course, setting tasks, roles and time-table of presentations.
2. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
3. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
4. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
5. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
6. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
7. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.

Study literature:

1. Guirdham, M., Tyler, K. :Enterprise skills for students.BH, Oxford, 1992
2. How to Organize your Thesis, by John W. Chinneck, N.Y.Press, 2003
3. How to Write Semester and Diploma Theses. www.tik.ee.ethz.ch
4. Guirdham, M., Tyler, K. :Enterprise skills for students.BH, Oxford, 1992

ECONOMICS OF ENTERPRISES (MANAGERIAL ECONOMICS) (EEE46E)

Department of Economics
Faculty of Economics and Management

Lecturers:	doc. Ing. Karel Tomšík , Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is intended to explain advanced methods of entrepreneurial economics and their practical applications with an emphasis on conceptions used in English speaking countries. Study of this subject requires basic knowledge of economic theories – micro and macro economics. Basic teaching forms are lectures, seminars, elaborating individual projects.

Lectures:

1. Introduction, Building-up Business (Basic Terms, Factors influencing Starting-up a Business Activity)
2. Financing a Business (Equity and Debt Capital, Internal and External Financing, Short term and Long Term Financing)
3. Costing I (Costs Classification and Cost Behaviour, Cost-Volume-Profit Analysis)
4. Costing II (Cost Allocation - Traditional Cost Allocation Methods, ABC Method)
5. Managing Working Capital (Techniques of Managing Working Capital, Managing Stocks, Receivables, Payables, Cash)
6. Managing Long-Term Capital - Capital Budgeting (Objectives, Capital Budgeting Techniques)
7. Budgeting (Construction of a Budget, Master Budget, Flexible Budget)
8. Financial Analysis (Vertical and Horizontal Analysis, Liquidity, Stability, Profitability and Activity Ratios)
9. Cash Flow (Operating, Financing and Investing Cash Flow, Calculation Methods - Direct and Indirect Methods)
10. Pricing Decision (Optimal Selling Price, Price Setting)

Seminars:

1. Business Development (Description of legal forms of enterprises, practical examples).
2. Time Value of Financial Flows (calculation of present value, future value, annuities - practical examples)
3. Factors of production (assessment of production factors in an enterprise)
4. Production (Calculation of optimal relationship between factors of production and products)
5. Costing (Methods of determining BEP, gross contribution, practical examples)
6. Practical examples of full costs calculations (Using of different methods and

approaches)

7. Examples of theoretical approaches to cost optimizing
8. Financing of a Business (The lease versus purchase decision - example)
9. Capital Budgeting (Methods of capital budgeting - examples)
10. Financial accounting information (Common size statement, Annual change)

Study literature:

1. Samuelson, P., Nordhaus, W.: Economics, Mc.Graw-Hill/Irwin, 2009
2. Hirschey, M.: Economics for Managers. Thomson Higher Education, Mason, 2005
3. Synek, M.: Manažerská ekonomika, Grada, 2007
4. Rosochatecká, E.: Ekonomika podniků, ČZU 2009
5. Rutherford, D.: Routledge Dictionary of Economics (Routledge, London 2002)
6. Dictionary of Business (Penguin Reference, London 2002)
7. Dictionary of Economics (Penguin Reference, London 2003)
8. Dictionary of Business (Oxford University Press 2002)
9. Peppers, L., Balis, D.: Managerial Economics, Prentice-Hall, Englewood Cliffs, 1987
10. Atrill, P.: Financial Management for Decision Makers, Prentice Hall, Harlow, 2006
11. Drury, C.: Management and Cost Accounting, Thomson, London, 2005

STRATEGIC MANAGEMENT (EREB4E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject deals with advanced approaches of managerial economics, focused on internal business environment. Students become familiar with managerial methods needed to assess business performance and economic health. Particular parts are dedicated to financing of business enterprises, costing, managing working capital, capital budgeting and financial analysis. Practical explanations are developed in seminars. Basic teaching forms are lectures, seminars, elaborating individual projects.

Lectures:

1. Introduction, Building-up Business (Economic Terms and Concepts, Starting up a business - Location, Factors of Production, Financing, Legal Forms, Integration)
2. Capital Structure (Structure of Assets in a Business Enterprise)
3. Financing a Business (Financial Sources - Equity and Debt Capital, Internal and External Financing, Debt Financing Problem).
4. Financial Planning (the Role of Accounting in Business, Financial Planning and Projected Financial Statements, Master Budget)
5. Costing (Cost Classification, Cost Behaviour, Cost Volume Profit Analysis)
6. Cost Allocation (Traditional Costing Methods, ABC costing)
7. Managing Working Capital (Techniques of Managing Working Capital, Managing Stocks)
8. Investment Decision (the Nature of Investment Decision, Objectives, Capital Budgeting Techniques)
9. Financial Analysis (Theoretical Approaches, Comparative Financial Statements Analysis, Ratio Analysis)
10. Cash Flow (Cash Flow Concept, Cash Flow Statement, Cash Flow Plan)

Seminars:

1. Business Development (Description of legal forms of enterprises, practical examples).
2. Time Value of Financial Flows (calculation of present value, future value, annuities - practical examples)
3. Factors of production (assessment of production factors in an enterprise)
4. Production (Calculation of optimal relationship between factors of production and products)
5. Costing (Methods of determining BEP, gross contribution, practical examples)

6. Practical examples of full costs calculations (Using of different methods and approaches)
7. Examples of theoretical approaches to cost optimizing
8. Financing of a Business (The lease versus purchase decision - example)
9. Capital Budgeting (Methods of capital budgeting - examples)
10. Financial accounting information (Common size statement, Annual change)

Study literature:

1. Keat, P.G., Young, K. P., Managerial Economics. Economic Tools for Today's Decision Makers. 6th edition. London, Pearson Education, 2008. 598 s. ISBN 978-0-13-507065-9
2. Griffiths, A., Wall, S. Economics for Business and Management. 3rd edition. Harlow Pearson Education, 2011. 561 s. ISBN 978-0-273-73524-3
3. Gitman, J. Essentials of Managerial Finance. 4th edition, Boston Pearson International Edition, 2006. 580 s. ISBN 0-321-35648-9
4. Tucker, I. B. Economics for Today's World. 6th edition. South-Western Cengage Learning, 2010. 845 s. ISBN 978-0-324-78238-7
5. Griffiths, A., Wall, S. Applied Economics. 11th edition. Harlow Prentice Hall, 2007. 670 s. ISBN 978-0-273-70822-3
6. Davies, H., Lam, P. Managerial Economics. An Analysis of Business Issues. 3rd edition. Harlow, Prentice Hall, 2001. 535 s. ISBN 978-0-273-64628-0

LAW IN EU (EJE21E)**Department of Law**

Faculty of Economics and Management

Lecturer:	JUDr. Jana Borská, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to give a broad and general introduction to EU law including a practical knowledge of EU institutions and policy. The lectures will be followed by seminars where the discussed issues will be dealt with in detail. At the end of the course there will be a closed book written exam for which both credit and a grade will be awarded.

Lectures:

1. Civil liberties in Europe
2. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU - I.
3. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU - II.
4. Post-Lisbon EU legal framework - primary and secondary sources, Consolidated version of TEU, TFEU, Charter I.
5. Post-Lisbon EU legal framework - primary and secondary sources, Consolidated version of TEU, TFEU, Charter - II.
6. Post-Lisbon EU institutions and organs.
7. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles.
8. Commercial Case law of the Court of Justice of the EU.
9. Recent EU issues - integration, Eurozone, crisis? - I.
10. Recent EU issues - integration, Eurozone, crisis? - II.
11. Recent EU issues - integration, Eurozone, crisis? - III.
12. Presentation of research projects regarding EU issues - I.

Seminars:

1. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU.
2. Post-Lisbon EU legal framework - primary and secondary sources, Consolidated version of TEU, TFEU, Charter.
3. Post-Lisbon EU institutions and organs.
4. European Council, Council, Parliament.
5. CJ EU.
6. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles - I.

7. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles - II.
8. Commercial Case law of the Court of Justice of the EU - I.
9. Commercial Case law of the Court of Justice of the EU - II.
10. Recent EU issues - integration, Eurozone, crisis?
11. Recent EU issues - integration, Eurozone, crisis?
12. Projects presentations.

Study literature:

1. Cini, Michelle, Borragán, Nieves Perez-Solorzano. European Union Politics. 3rd Edition. Oxford, UK Oxford University Press, 2010. ISBN 978-0-19-954863-7.
2. Craig, Paul and de Búrca, Cráinne. EU Law Text, Cases, and Materials, Oxford University Press, Oxford, UK, 4th edition, 2008, ISBN 978-0-19-927389-8
3. Craig, Paul and de Búrca, Cráinne. The evolution of EU Law. 2nd Edition. Oxford, UK Oxford University Press. 2011, ISBN 978-0-19-959296-8.
4. Horspool, Margot, M., HUMPHREYS, Matthew. European Union Law. 6th Edition. Oxford, UK Oxford University Press, 2010, ISBN 978-0-19-957534-3.

COMPUTER SECURITY (ETE45E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Martin Havránek, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject is taught by teachers with the experience in the field of the computer security, operation systems and other areas of computer science. The course combines lectures with theoretical and practical exercise under supervision. The course combines theoretical and practical introductions to the use general and specific encryption methods for work with information. During the lectures, the main problems are outlined, and during the exercise, principles and methods used in chosen subjects are studied in depth. Students are encouraged to solve problems in informal groups. Students work with problems in the relevant areas, either in groups or individually. The fundamental elements of the subjects are taught in lectures and the learning process is supported by homework including problem solving in basics of data protection. The course is held as lectures and calculation practices in area of basic encoding and decoding. In order to pass the course it is essential to participate actively and a report has to be done in chosen topics.

Lectures:

1. Computer crime and its criminal-law implications.
2. Basic encoding and decoding. Safety coding systems.
3. Use of encoding, protocols and programming of a coding algorithms.
4. Protection in operating systems I.
5. Protection in operating systems II.
6. Design of safe operation systems.
7. Network and distributed systems security.
8. Security of network administration.
9. Security of database systems.
10. Basics of data protection, technical data protection assurance.

Seminars:

1. Basic encoding and decoding, Usage of encoding
2. Protection in operating systems
3. Design of safe operating systems
4. Network and distributed systems security
Security of network administration
5. Security of database systems
Design of technical data protection assurance

Study literature:

1. Scambray J., McClure S.. Hacking Exposed Network Security Secrets and Solutions, Sixth Edition. San Francisco McGraw-Hill Osborne Media, 2009,ISBN 0071613749
2. Matt, Bishop. Introduction to Computer Security. New York Addison-Wesley, 2004, ISBN 0-321-24744-2
3. Stallings, W. Cryptography and Network Security Principles and Practice. New York Prentice Hall, 2010, ISBN 0-13-609704-9
4. Peltier, T., R., Information Security Risk Analysis. Boca Raton Auerbach Pub., 2010, ISBN 978-1439839560
5. Pfleeger Ch.P., Pfleeger S. L. Security in Computing, 5th Edition. New York Prentice Hall, 2015; ISBN 978-0134085043

BUSINESS STRATEGY (ERE27E)**Department of Management**
Faculty of Economics and Management

Lecturer:	prof. Ing. Jan Hron, DrSc., dr. h. c.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

To develop awareness and understanding of strategy applicable to business and organization. To develop an understanding of the overall strategic issues facing an organization and therefore the broad perspective from which to appreciate their own contribution to the organization's purpose. To develop an understanding of the strategic management issues. The course comprises reading material (preparatory and in the business game), assessment of case studies, lectures and business simulation.

Lectures:

1. Principles of Strategic Business
Content: Topics include: strategy in the private, public and not-for-profit sectors; the practice of strategic business, analysing the context; internal analysis; objectives and stakeholder expectations; evaluation and selection of strategies; designing structures and allocating resources.
2. Enterprise and innovation
Content: Topics include: Business innovation topology, Models of innovation management, creativity and knowledge management, R&D management, Intellectual property, Portfolio management, Open innovation and technology transfer, New product/service development process.
3. Foundations of Business: Leadership and Strategy
Content: topics include: Managerial roles and functions; the nature of leadership; understanding organisations; organisations structure, design and evolution; the dynamics of politics, power and culture in organisations; strategic analysis of industries, resources, capabilities as well as the nature and sources of competitive advantage
4. Strategic Management/Marketing
Content: This module draws together the areas of strategic analysis, strategy formulation and implementation. Core topics include: Environmental analysis, resource analysis, business level strategy, marketing strategy development and sustaining competitive advantage; Corporate level strategies and managing the multibusiness corporation; managing organisational culture and change and the exercise of leadership, power and control
5. Business ethics
Content: Frameworks for the analysis of business ethical decisions. Corporate social responsibility; the regulation of business; consumer rights and

advertising; employee rights; trade secrets; industrial espionage, whistle-blowing; and the moral manager.

6. The External Environment:
Content: understanding the global and domestic environment; Defining the Business Model; and understanding the Innovation challenge; Scenario Planning
7. Competitive Environment:
Content: What is the competitive position? What are the resources and competencies? What is the competitive advantage?
8. Creating Strategic Value
Content: Ensuring that the capabilities fit the strategic challenge; innovation creativity; and creating Public Value
9. Strategic Planning
Content: applying strategic thinking to the planning process; understanding the nature and process of Strategic planning; Vision, Mission, Objectives, and Goals; understanding the difference between Strategic Planning, Business Planning and Tactical Planning
10. Business Model Innovation:
Content: Value Propositions; and creating a strategic culture
11. Strategy Execution and Implementation:
Content: business orientation; product/service development; setting targets; measuring performance; and embracing Innovation as a process
12. Entrepreneurship and Risk:
Content: understanding the difference between a manager and an entrepreneur; the relationship between entrepreneurship and risk; the need for and the methods of ensuring risk management in strategic business decision making

Seminars:

1. The concept of Strategy
2. Strategic thinking and Strategic Leadership
3. Innovation and Entrepreneurship in Strategic Business
4. Creating and promoting a Strategic Planning Process
5. Creating and Sustaining a Competitive Advantage
6. Risk and Ethics

Study literature:

1. Sliwotsky, A.J., Value migration how to think several moves ahead of the competition, Harvard Business Press, 1996, 327 p., ISBN 9780875846323
2. Porter, M.E., Competitive Advantage Creating and Sustaining Superior Performance, Free Press, 1998, 592 p., ISBN 978-0684841465
3. Nickels, McHugh.: Understanding Business, McGraw-Hill:USA, 1999
4. Bingham, F.G., Business Marketing Management. NTCUSA, 1995, 675 p., ISBN 9780538836784
5. Hisrich, P. et al., Entrepreneurship. McGraw-HillUSA, 2005, 591 p., ISBN 9780072873740
6. Nickels, W., et al., Understanding Business. McGraw-HillUSA, 2012, 800 p., ISBN 9780073524597

INTERNATIONAL FINANCE (ENE34E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Oldřich Ludwig Dittrich, MPH, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The International Financial Management course is designed to provide students with and understanding of the theory of finance in multinational companies. Theoretical models specific to international finance are introduced and explored through numerical examples and discussion of relevant empirical evidence. The course balances evaluative and computational skills with the aim of presenting international finance in a theoretical and practical perspective.

Lectures:

1. Multinational Financial Management: An Overview.
2. The International Monetary System
3. Foreign Exchange Market
4. International Parity Conditions
5. Exchange Rate Determination.
6. Forecasting Exchange Rates
7. Managing Foreign Exchange Exposure
8. Multinational Capital Budgeting.
9. Direct Foreign Investment.
10. Global Cost and Availability of Capital
11. Political Risk Assessment and Management
12. International Portfolio Management

Seminars:

1. Multinational Financial Management: An Overview, The International Monetary System
2. Foreign Exchange Market, International Parity Conditions
3. Exchange Rate Determination, Forecasting Exchange Rates
4. Managing Foreign Exchange Exposure, Multinational Capital Budgeting
5. Direct Foreign Investment, Global Cost and Availability of Capital
6. Political Risk Assessment and Management, International Portfolio Management

Study literature:

1. MOFFET, M., STONEHILL, EITMAN, D. Fundamentals of Multinational Finance. 4. vyd. New Jersey Pearson/Prentice Hall, 2011. 544 s. ISBN 978-0132138079
2. MADURA, J. International Financial Management. 11. vyd. Boston South-Western College Pub, 2011. 736 s. ISBN 978-0538482967

MACROECONOMIC ANALYSIS (EEEE3E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course is concerned mainly with aggregate economic activity. Major emphasis is on factors determining GDP, employment, price level and balance of payments. The purpose of the course is to link the theoretical knowledge of participants with empirical issues in macroeconomics and such a way to improve their analytical and syntactical abilities. The participant will understand the implications of changes in macroeconomic factors from several viewpoints. They will be able to work with empirical studies and to process them as well. Furthermore, they will be aware of the important aspects of theoretical concepts and their confrontation with real world. The course consists of lectures and seminars. Independent work of students out of classes is required.

Lectures:

1. The structure of economy and its implications.
2. The determinants of aggregate consumption, business investment, imports and exports, government spending and taxation.
3. Fiscal and monetary policy – the role in economy and their interaction – several empirical studies.
4. Monetary transmission – direct channel, interest rate channel, credit channel, channel of asset price and the channel -1.
5. Monetary transmission – direct channel, interest rate channel, credit channel, channel of asset price and the channel -2.
6. Price level.
7. Price level–price puzzle.
8. Asymmetric information and their role in economy.
9. Balance of payments and its determinants in Czech economy (1)
10. Balance of payments and its determinants in Czech economy (2)

Seminars:

1. General equilibrium modelling
2. Partial equilibrium modelling.
3. Monetary policy modelling.
4. Fiscal and balance payments modelling.
5. Open economics relationships modelling.

Study literature:

1. Bondt G. J. de: Credit and asymmetric effects of monetary policy in six EU countries: an overview, De Nederlandsche Bank NV, 1998
2. Espinosa-Vega M.A.: How powerful is Monetary Policy in the long run?, Federal Reserve Bank of Atlanta Economic Review, 3Q 1998, 12-31
3. Giordani P.: Essays in Monetary Economics and Applied Econometrics, Stockholm school of Economics, Elanders Gotab, Stockholm, 2001
4. Okun A.M.: Prices & Quantities – a macroeconomic analysis, Basil Blackwell Publisher, Oxford, 1981
5. Romer, D.: Keynesian Macroeconomics without the LM curve, January 2000, www.nber.org/paper/w7461
6. Seddighi H.R., Lawler K.A., Katos A.V.: Econometrics: A Practical Approach, ROUTLEDGE, London, 2000
7. Stiglitz J.E., Greenwald B., Arnott R.: Information and economic efficiency, w.p. No. 4533, NBER, 1993
8. Favero, C.A.: Applied Macroeconometrics, Oxford University Press, 2001
9. Banerjee A., et al.: Co-integration, error correction and the econometric analysis of non-stationary data, Oxford University Press, 2003
10. Charemza W.W., Deadman D.F.: New directions in econometric practice: general to specific modelling, cointegration and vector autoregression, Northampton: Edward Elgar, 2003
11. Mishkin, F.: The Economic of Money, Banking and financial Markets, Scott Foresman and Company, New York, 1989
12. Samuelson P.A., Nordhaus W.D.: Economics, 17-th Edition, McGraw-Hill, 2001
13. Stiglitz J.E., Greenwald B.C.: Asymmetric information and the new theory of the firm: financial constraints and risk behaviour, w.p. No. 3359, NBER, 1990
14. Taylor J.: The Monetary Transmission Mechanism – an Empirical Framework, Journal of Economic Perspectives, October 1995, 11-26

SOCIAL ECONOMY (EEEE4E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková , CSc.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Introduction into the topic of social economy as one of the important alternative economic phenomena in the present world. Students get acquainted with the theoretical base of SE including some of the representatives of the theory on the world level., as well as with the practical examples of the SE institutions and enterprises on the EU and CR level. Specific examples, as the implementation of the Public Private Partnership and Fair Trade are included. Students apply the knowledge on the preparation of group project of a SE enterprise of the selected type and its presentation.

Lectures:

1. Definition and key concepts of social economy. Main types.
2. Theoretical base of SE: Main goals of economic activities. Person as an economic object. Social capital.
3. Jaroslav Vanek: Cooperative economy, Labour Manged Economy, Solidarity-based Economy.
4. Co-operatives as a part of social economy: The Mondragon case, Czech examples.
5. Institutional frame of social economy. Social economy zones.
6. Specific SE movements: Emaus Movement, Prout Co-operatives, Liberation Theology.
7. Social economy in the EU: documents, examples, Equal projects.
8. Social economy enterprises in the CR: types, functioning, support. Possibilities in agrar sector and rural areas.
9. Public Private Partnership: definition, origin, goals. PPP in the EU and CR.
10. Fair Trade: definition, goals, principles. FT in Europe. development of FT in the CR.

Seminars:

1. Aims, content and demands of the course. Topics and recommendations for the group project.
2. Information on social economy in the world on Internet: Mondragon, kibutzim, SE enterprises in the U.K.
3. Social economy game: Establishing social capital.
4. Fair Trade in practice: Excursion to the Fair Trade shops in Prague.
5. Group projects presentations.

Study literature:

1. Vanek, Jaroslav: Crisis and reform:Essays in social Economy. Ithaca University Press, N.Y.,1989
2. Alternatives to economic globalisation. A report of the International Forum on Globalisation.BK Publishers, San Francisco, 2002
3. Karafolas, S., Spear, R.(ed.): Local society, global economy.The role of co-operatives. Hellin, Greece, 2002
4. Bauman, Z.: Globalisation.Polity Press 1999
5. Review of Social Economy .The Journal of the Association for Social Economics.www.tandf.co.uk
6. Vanek, J.:The Labor-Managed Economy: Essays by Jaroslav Vanek.Amazon, N.Y., 2004
7. Vanek, J.:Globalisation, desructive trade and remedies through cooperation.Cornell University Press, 2003

MSc in Informatics

Programme syllabi



MSc INFO PROGRAMME SYLLABI

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MSc in Informatics

Programme syllabi – First year



PROJECTING OF IS (EIE27E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivan Vrana, DrSc.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Object methods of information engineering in continuation of structured techniques, the emphasis are put at object consideration of analysis and design of information system. This approach is to enable fast development of applications in automated environment of object I-CASE tools. The object oriented paradigm will be presented in lectures and its utilisation in description and design of information systems. Several methodologies will be considered. Individual techniques will be trained in case studies in seminars, utilising available CASE tools.

Lectures:

1. Introduction to OO paradigm
2. Object models.
3. Roles, qualification, aggregation, generalisation.
4. OCL language.
5. Dynamic modelling.
6. State diagrams.
7. Interaction modelling.
8. UML methodology.
9. Domain analysis.
10. Application analysis.
11. Class models and an application state model.
12. System design.

Seminars:

1. Introduction to OO approach
2. Modelling dynamic features, System life cycle
3. OO analysis and design - introduction
4. Tools for OO design, diagrams
5. UML, transformation of the conceptual model
6. Type architectures.

Study literature:

1. James Rumbaugh: Object-oriented modelling and design. Prentice-Hall, 1991
2. Ambler S.W.: Agile modelling. John Wiley 2002
3. Fowler M. UML distilled. Addison Wesley 2004

THEORETICAL INFORMATICS (EIEC4E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Arnošt Veselý, CSc.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to equip students with basic knowledge and skills in the field of applied mathematics, applied logic, algorithmization and computational theory, necessary for understanding other related and specialized subjects in the master's degree program in Informatics. Since this master's field can also be studied by applicants with various previous bachelor's degree education, the subject is also a means to unify the foundations for further study. In the course, students will get acquainted with the basics of set theory, the concept of relation, graph, and automaton, including their practical use for software engineering. They will get acquainted with, for example, oriented and non-oriented graphs and their use for the description of the process and algorithm, in decision theory, for process planning problems and for solving selected optimization problems for economic applications. Attention will be paid to the issue of computational complexity of algorithms.

Lectures:

1. Formal languages and grammars
2. Deterministic and nondeterministic finite acceptors
3. Finite acceptors and regular languages
4. Properties of regular languages
5. Moore and Mealy automat
6. Context-free languages
7. Equivalent context-free grammar editing
8. Stack automata and context-free languages
9. Turing machine
10. Decidable and undecidable problems
11. Computational complexity
12. Review

Study literature:

1. Linz P.: An Introduction to Formal Languages and Automata, University of California, 2012
2. Hopcroft J.E., Ullman J.D. : Introduction to Automata Theory, Languages and Computation Addison-Wesley, 1979

IT PROJECTS MANAGEMENT (EAEF2E)**Department of Economic Theories**
Faculty of Economics and Management

Lecturer:	doc. Ing. Tomáš Šubrt, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is oriented to project management. To clarify the basic principles and tasks in project management within the life cycle of projects in line with world trends of modern project management oriented to IT business. The main idea of the course meanders in a systematic and methodical procedure for ensuring all project activities. Students will be introduced to individual stages of project and its typical tasks and principles of its handling. They will be able to prepare a project for realization (especially plan, prepare defence for the investor, and prepare basic project documentation). They will be able to manage and coordinate the activities of realization of a project in any stage. The basic form of teaching are lectures, seminars, project and ability to present own work.

Lectures:

1. Life cycle of IT projects, types of IT projects and SW development.
2. Organization structure of the project. Assembling project Team. Communication and project roles.
3. Agile methods (Agile Manifest) in IT project management.
4. Project planning (logical framework, time and source analysis).
5. IT project and analysis phase (Use Case models).
6. IT project and development phase (SW development, time and performance prediction).
7. IT project and testing phase (Testing methodology, test scenarios).
8. Change management, Quality management (standards and tools)
9. Project closing. Lessons Learned, Project Management Maturity Model.
10. Project Management principles. International standards, methodologies of Project Management.
11. Project Management Office. Program and portfolio of the projects. Process model.
12. Simulation and prediction of IT projects. Best practices.

Seminars:

1. Introduction. Definition of the project. Team roles and assembling the teams.
2. Business case and schedule of the project.
3. Team presentation. Technical part of project (Architecture, Use Cases).
4. Use Cases and architecture presentation.
5. Testing phase, Testing Plan and scenarios.
6. Final presentation (presentation of the whole project). Lessons learned and best practises.

Study literature:

1. A Guide to the Project Management Body of Knowledge: (Pmbok Guide)". Project Management Institute, 2008. ISBN 1933890517
2. "Managing Successful Projects With Prince2". Stationery Office Books, 2009
3. Kerzer H. Project Management A system Approach to Planning, Scheduling and Controlling. John Wiley & Sons, New York, 2000
4. Maylor, H. Project Management. Pitman Publishing 1996

ORGANIZATIONAL BEHAVIOR (ERE3PE)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Tomáš Macák, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The objective of this course is to provide theoretical background of organizational processes and relationships of all organizational resources with an emphasis on human resources. In addition, traditional approaches based on theories of motivation are provided, for example: communication, evaluation of employees, also a modern approaches based on game theory (negotiation, conflict resolution), the theory of assessment and measurement (based on fuzzy approach) and logic control theory (deterministic decision making in the organization). For familiarization with the procedures leading to the proposal of the optimal composition and use of other company resources (especially physical) are presented illustrative examples based on linear programming and logic control. Theoretically designed to follow the lecture time exercise in which students practice presented principles of practical examples are divided into three areas: planning in the organization, decision-making in the organization and layout of enterprise resources. Besides the ability to take over and use the principles of the theory, students are provided through individually designed case studies, led to creative thinking. To grow the practical skills of effective presentation, students work out a collective, present and defend a group project.

Lectures:

1. Introduction to problems of organisational behaviour
2. Behaviour of individuals in an organisation
3. Motivation
4. Handling stress
5. Individual and interpersonal behaviour
6. Emotions, values and ethics in organisation
7. Processes taking place in teams
8. Power and political relations in organisation
9. Conflicts and negotiation in organisation
10. Organisational change
11. Organisational culture
12. Revision

STATISTICAL DATA ANALYSIS (ESE34E)

Department of Statistic
Faculty of Economics and Management

Lecturer:	Ing. Tomáš Hlavsa, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is oriented at the use of advanced statistical techniques when employing statistical software for the collection, processing, and analysis of both the univariate and multivariate data sets. The instruction is consistently performed using applied approach. Holding to the starting assumptions is underlined, as well as to the decision criteria concerning the application of separate statistical methods and practical computation procedures and on interpretation of the results at the end. The separate methods included are illustrated by means of meticulously solved examples of real data analyses.

Lectures:

1. Survey design, minimum necessary sample size assessment techniques, explorative analysis
2. Contingency table analysis
3. Enumerative data analysis
4. Ordinal data analysis
5. Basic of demography
6. Standard of living
7. Multiple regression and correlation - assumptions for application
8. Multiple regression and correlation - search for the optimum subset of explanatory variables
9. Multivariate statistical methods - principles and application
10. Principal component analysis
11. Factor analysis
12. Cluster analysis

Seminars:

1. Survey design, minimum necessary sample size assessment techniques, explorative analysis
2. Contingency table analysis
3. Enumerative data analysis. Ordinal data analysis
4. Multiple regression and correlation
5. Multivariate statistical methods - principles and application. Principal component analysis
6. Factor analysis. Cluster analysis

Study literature:

1. JOHNSON, R., A. Applied multivariate statistical analysis, Pearson Prentice Hall, 2007.773 p. ISBN 978-0-13-187715-3.
2. SULLIVAN, M. Fundamentals of Statistics, Pearson Prentice Hall, 2008.606 p. ISBN 978-0-13-156987-2.
3. TRIOLA, M., F. Elementary Statistics using Excel. Pearson Addison Wesley, Boston, USA, 2007.915 s. ISBN 978-0-321-36513-5.

COMPUTER NETWORKS (ETE50E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	doc. Ing. Jiří Vaněk, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to provide students with knowledge of computer networks and their interconnection, management, and administration with a focus on the most used technologies and network operating systems. During the semester, students prepare and present a seminar paper on an assigned topic and develop and defend a case study of a network operating system. Exercises are held in the laboratory of computer technology.

Lectures:

1. The entrance to the Computer Networks, networks LAN and WAN, computing model
2. Network taxonomy, network operating systems
3. Network architecture - model ISO OSI
4. Network architecture - TCP/IP
5. Data communication
6. Access methods (access control)
7. Transmission technics, basic transmission paradigm, physical layer
8. Link layer, Access control
9. Network layer, switching, routing, transport layer, application layer
10. Internetworking
11. Ethernet, wireless Ethernet
12. Wired broadband, wireless broadband, mobile communications

Seminars:

1. Entry information: program and organization of the semester, evaluation, seminar works, assembling of work teams - case study
2. Consultation and monitoring - case studies, seminar works
3. Seminar 1 - seminar works presentation
4. Seminar 2 - seminar works presentation
5. Seminar 3 - presentation case studies
6. Seminar 4 - presentation case studies, pass-eligible check

Study literature:

1. BEASLEY, Jeffrey S; NILKAEW, Piyasat and BEASLEY, Jeffrey S. Networking essentials. 3rd ed. Indianapolis, Ind. Pearson. 2012. 600 p. ISBN 07-897-4903-3.
2. DYE, Mark A.; MCDONALD, Rick; RUFU, Antoon W. Network Fundamentals CCNA Exploration Companion Guide. Version 10. Indianapolis Cisco Press. 2008. 528 p. ISBN 1-58713-208-7
3. LEWIS, Wayne. LAN Switching and Wireless CCNA Exploration Companion Guide. Version 10. Indianapolis Cisco Presss.2008. 528 s. ISBN 1-58713-207-9
4. company materials (Microsoft, SuSE Linux, Novell, CISCO, IBM, Google, ...), current professional articles and Internet resources on networking

IT ECONOMY (EEEE8E)**Department of Management**
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course describes and classifies the phenomena and processes existing and taking place in a firm, provides students with the theoretical knowledge needed to learn about the economic results of companies and to evaluate their level. The economic and legal preconditions for the establishment and development of various forms of companies with emphasis on companies in the field of ICT are characterized. The structure of assets and capital is evaluated, students are acquainted with the method of financing the company, with financial decisions in financing investments in corporate assets (including the specifics of acquiring IS) and day-to-day operations. Furthermore, attention is paid to the issue of costs, especially in connection with the acquisition of ICT, payroll system and methods of financial analysis for the needs of evaluating the performance of companies. The theory is supplemented by practical knowledge from economic life.

Lectures:

1. The subject of business economics with regard to the ICT sector, definition and classification of companies in the Czech Republic.
2. Fixed assets in companies - types of assets, valuation, reproduction of asset value.
3. Short-term assets in companies - types of assets, valuation, evaluation of inventory efficiency - specifics in companies providing IS and ICT.
4. Capital - types of equity and debt, cost of capital, optimization of capital structure, balance sheet rules, indicators of financial structure and liquidity.
5. Work and remuneration for work - basics of wage systems, forms of wages, wage and other personnel costs, labour productivity indicators.
6. Costs of company performance - complete and incomplete cost calculations, cost classification, calculation problems, use of calculation results in efficiency evaluation.
7. Methodology for calculating total cost of ownership (TCO) and use of ICT services.
8. Results of production and non-production activities of enterprises - definition of production, revenues and incomes, costs and expenditures, profit and cash flow.
9. Profitability in companies - definition, profitability indicators, factors influencing profitability, pyramid decomposition.
10. Economic added value and economic benefits of information systems.

11. Investments in companies - types of investments, methods of acquisition, sources of financing, capital expenditures.
12. Evaluation of investment efficiency - static and dynamic indicators, cost-benefit analysis.

Seminars:

1. Basics of business plan. Forming of business plan for an ICT company.
2. Depreciation methods. Production and supply plan.
3. Cash flow. Cost allocation.
4. Economic efficiency. Break-even point.
5. Financial analysis.
6. Investments and their assessment.

Study literature:

1. GILLESPIE, A. Economics for Business. Oxford University Press: Oxford, 2019, 416 p. ISBN 978-0-19-108916-9.
2. HARRIS, N. Business Economics – Theory and Application. Butterworth-Heinemann (Elsevier): Oxford, 2001, 369 p. ISBN 978-0-7506-4454-9

PROCESS MODELLING (BPMN) (EIEC5E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Martin Pelikán, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	credit and combined exam
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course introduces students to advanced methods of modelling and optimization of business processes using standardized notation of the graphical language BPMN (Business Process Model and Notation). Acquisition of knowledge and skills in this area brings students the ability to understand internal business processes, their modelling and optimization. The course follows the IS Design (UML).

Lectures:

1. Introduction to Process Modelling
2. Process Modelling Methodologies, Techniques and Notations
3. Process Modelling Software Tools
4. BPMN Graphical Language
5. BPMN Diagrams
6. BPMN Elements
7. The Process Model Design in BPMN
8. Business Process Optimisation
9. Process Modelling in UML
10. The state of practice in the Czech Republic and globally
11. BPMN Certification
12. Process Modelling Future Trends

Study literature:

1. ENSTORM, David. A Simplified Approach to IT Architecture with BPMN. Universe, 2016. ISBN 1491784970.
2. FREUND, Jakob a Bernd RÜCKER. Real-Life BPMN. 4. Independently published (September 4, 2019), 2019. ISBN 1086302095.
3. Object Management Group Business Process Model and Notation [online]. [cit. 2020-10-10]. from: <http://www.bpmn.org>
4. WEILKIENS T., WEISS, Ch., DUGGEN, A.: OCEB 2 Certification Guide (2016, 2nd Edition), eBook ISBN: 9780128109847, ISBN: 9780128053522

ARTIFICIAL INTELLIGENCE (EIE31E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Arnošt Veselý, CSc.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Lectures form introduction to those parts of artificial intelligence that are mostly used in modern database systems, expert systems, in the field of representation and processing of knowledge and in decision models. The theory discussed in lectures will be clarified on examples which students will be dealt with on exercises.

Lectures:

1. Introduction to artificial intelligence
2. Mathematical model of neuron
3. Adaptation of neuron
4. Feedforward layered networks
5. Application of feedforward layered networks
6. Hopfield networks
7. Competitive neural networks, Korhonen self-organizing maps
8. Evolutionary algorithms
9. Fuzzy sets
10. Fuzzy modelling
11. Approximative reasoning
12. Fuzzy systems

Seminars:

1. Basic mathematical concepts. Neuron models.
2. Neuron learning. Feedforward layered networks.
3. Classification and regression with layered neural networks. Hopfield networks.
4. Competitive neural networks. Genetic algorithm.
5. Fuzzy sets. Modelling of properties.
6. Fuzzy relations. Fuzzy systems.

Study literature:

5. Beale R., Jackson T. : Neural Computing: An Introduction , Prentice Hall, 1994.
6. Patterson D. : Artificial Intelligence, Prentice Hall, 1990.
7. Jang J., R.: Neuro-Fuzzy and Soft Computing, Prentice-Hall,1997.

IS SECURITY (ETE40E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Martin Havránek, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject is taught by teachers with the experience in the field of the computer security, operation systems and other areas of computer science. The course combines lectures with theoretical and practical exercises under supervision. The course combines theoretical and practical introductions to the use general and specific encryption methods for work with information. During the lectures, the main problems are outlined, and during the exercises, principles and methods used in chosen subjects are studied in. depth. Students are encouraged to solve problems in informal groups.

Lectures:

1. Computer crime and its criminal-law implications
2. Basic encoding and decoding, Safety coding systems,
3. Usage of encoding, protocols and programming of a coding algorithms
4. Protection in operating systems
5. Protection in operating systems
6. Design of safe operating systems
7. Network and distributed systems security
8. Network and distributed systems security
9. Network and distributed systems security
10. Security of network administration
11. Security of database systems
12. Basics of data protection, technical data protection assurance.

MSc in Informatics

Programme syllabi – Second year



IT PROJECT MANAGEMENT (EAEE3E)**Department of Systems Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Petra Pavlíčková, Ph.D
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The subject is taught by teachers with the experience in the field of the computer security, operation systems and other areas of computer science. The course combines lectures with theoretical and practical exercises under supervision. The course combines theoretical and practical introductions to the use general and specific encryption methods for work with information. During the lectures, the main problems are outlined, and during the exercises, principles and methods used in chosen subjects are studied in depth. Students are encouraged to solve problems in informal groups. Students work with problems in the relevant areas, either in groups or individually.

Lectures:

1. Computer crime and its criminal-law implications
2. Basic encoding and decoding, Safety coding systems,
3. Usage of encoding, protocols and programming of a coding algorithms
4. Protection in operating systems
5. Protection in operating systems
6. Design of safe operating systems
7. Network and distributed systems security
8. Network and distributed systems security
9. Network and distributed systems security
10. Security of network administration
11. Security of database systems
12. Basics of data protection, technical data protection assurance.

Seminars:

1. Basic encoding and decoding, Usage of encoding
2. Protocols and programming of a coding algorithms
3. Protection in operating systems
4. Design of safe operating systems
5. Network and distributed systems security
Security of network administration
6. Security of database systems
Design of technical data protection assurance

Study literature:

1. Scambray J., McClure S.. Hacking Exposed Network Security Secrets and Solutions, Sixth Edition. San Francisco McGraw-Hill Osborne Media, 2009, ISBN 0071613749
2. Matt, Bishop. Introduction to Computer Security. New York Addison-Wesley, 2004, ISBN 0-321-24744-2
3. Stallings, W. Cryptography and Network Security Principles and Practice. New York Prentice Hall, 2010, ISBN 0-13-609704-9
4. Stallings, W. Cryptography and Network Security Principles and Practice. New York Prentice Hall, 2010, ISBN 0-13-609704-9
5. Pfleeger Ch.P., Pfleeger S. L. Security in Computing, 5th Edition. New York Prentice Hall, 2015; ISBN 0-13-239077-9

SYSTEMS INTEGRATION (EIE32E)**Faculty of economics and management**

Faculty of Economics and Management

Lecturer:	Ing. Jan Tyrychtr, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The main goal of the course unit is to educate the students in sysem integration and system science. . The project includes a specification of the users requirements, the selection of the systems integrator, the current condition of IS/ICT, the analysis of the ASW, the security, web presentation, the proposed solution and complex scheduling. The study is the team work (SME model and System Integrator). The course is concluded with the defence project and with questions from the systems integration.

Lectures:

1. Basics of systems integration
2. Trends in business practices and IS/IT
3. Life-cycle of IS/IT and life-cycle of a project
4. Global strategy of enterprise, information strategy of enterprise
5. Tenders
6. System specification and requirement analysis
7. Analysis and design of system
8. Implementation, testing and maintenance of a system
9. Technological line of information system development
10. Quality and ISO 9000+ standards
11. IS/IT security
12. Globalisation of society

Seminars:

1. Preliminary Study of the IS: Profile of the Company, Global business strategy
2. Profile of the System Integrator (Public Contract)
3. Information strategy of the Company (Tools for the analysis of the IS)
4. Catalogue end-user requests
5. Selection of ICT (HW, SW, ASW, LAN, Internet, Security)
6. Final solution of the IS (proposal, scheduling, price, service)

Study literature:

1. ALTER, Steven. Information Systems. A Management Perspective. 1st edition. Reading Massachusetts Edison-Wesley Publishing Company, 1992. 848 p. ISBN 0-201-51030-8.
2. KROENKE, David. Management Information Systems. 2nd edition. New York McGraw-Hill, 1992. 804 p. ISBN 0-07-035787-0.

INFORMATION ENGINEERING (EIE49E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Marek Pícka, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	credit and combined exam
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal is to learn how to use necessary tools and work with theoretical background for currently used techniques of analysis, design and as the important part also software implementation of information systems. The approach is based on the object-oriented paradigm. In practices, system VisualWorks together with applicable CASE tools and database systems will be used. The application perspective of discussed approaches is stressed from viewpoint of ICT processes and ICT management. Practices are fit to the individual approach to each student with training and with solving of semester projects.

Lectures:

1. ICT management and its relation to information and business strategy.
2. ICT project lifecycle regarded from manager perspective. Dependence on information system development and organization
3. Process driven approach of ICT projects, management documentation, tasks necessary for project initiation and closing
4. The concept of business and workflow process and process model. The role of Petri nets and finite state machines for
5. Requirement engineering techniques. Interviewing for process model gathering and validation.
6. Object-oriented process models. Concepts and relationships.
7. Concepts and relationships in model of conceptual objects. Optimization and transformation between business process
8. Validation and optimization of the conceptual model. Design patterns and object normal forms. Transition to the software
9. Software implementation alternatives. Differences in approaches in miscellaneous programming paradigms.
10. The role of CASE and CAME tools in consulting and analysis activities. The fundamentals of metamodeling.
11. The issue of quality and maturity of ICT processes. CMM and ITIL approach.
12. Agile approach for information systems modelling and implementation.

Seminars:

1. Advanced work with CASE tool. Report generation. Report programming.
2. The usage of CASE tool outputs for management documentation.
3. Process model examples as the requirement base for an information system.
4. Examples of models in OBA and BORM.
5. Examples of software model development in CASE tool.
6. Semestral projects presentations.

Study literature:

1. Abadi M., Cardelli L.: A Theory of Objects, Springer-Verlag New York Inc. ISBN: 0387947752
2. Ambler Scott: Building Object Applications That Work, Your Step-By-Step Handbook for Developing Robust Systems Using Object Technology, Cambridge University Press/SIGS Books, 19
3. Ambler Scott: Object Orientation – Bringing data professionals and application developers together, <http://www.agiledata.org/essays/objectOrientation101.html>.
4. Hall J. et al.: Accounting Information Systems 3rd edition, South-Western Publishing, 2003, ISBN 0538877960.
5. Merunka V., ICT Management, CZU 2004.

GRAMMAR AND LANGUAGES (I.T.) (EIEB3E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course gives knowledge sufficient to enable students to program a specific compilers in the form of pushdown automata that retrieves a data source (such as an open format from the Internet) and transforms it into a syntax that is readable, for example, office software, web applet, or subsequent statistical processing, or a programs that converts the filtered data from a binary format into an open format.

There are discussed LL and LR parsers scanners and scanners of an input code. There is an additional explanation of the principles of the non-imperative programming using the basic features of the languages Lisp and Prolog. Generally, the subject contributes to the skills of critical thinking and less dependency on the commercial product specifically software companies.

Lectures:

1. Introduction, programming language LISP basics
2. Context of LISP language and λ -calculus
3. LISP algorithmization, list processing
4. Regular and push-down automata
5. Scanner construction by a regular automaton
6. LL1 and LR1 grammars
7. FIRST set a FOLLOW set calculation
8. Options for a compiler construction
9. PROLOG intro
10. List processing in PROLOG
11. Compiler construction in PROLOG
12. Examples from the practice

Study literature:

1. Michaelson G.: An Introduction to Functional Programming Through Lambda Calculus, ISBN 978-0486478838, 2011
2. Davis M.: Computability, Complexity, and Languages: Fundamentals of Theoretical Computer Science / Edition 2

INTERNET TECHNOLOGIES - CLIENT SIDE (ETE52E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Petr Benda, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The basic forms of teaching are lectures, controlled seminars in computer laboratory and independent work with PC. Inform students about technologies used in creation of web sites on part of customer especially technologie DHTML. Students create individual essays and group web site projects. The project report is presented and discussed in the class in the presence of a committee.

Lectures:

1. Introduction into the course unit. Development of IT - architecture Client - Server.
2. Evolution of Internet, Markup Languages.
3. DHTML - Document Object Model.
4. Cascading Style Sheets - selectors.
5. Cascading Style Sheets - styles for documents, responsive design.
6. Javascript - description of language.
7. Javascript - examples.
8. Computer graphics.
9. Accessibility of web sites.
10. AJAX technology.
11. Multimedia and Flash technology - RIA.
12. Usability of web sites.

Seminars:

1. Introduction into seminars, Markup languages.
2. HTML advanced techniques, HTML5.
3. JavaScript and CSS technologies basics.
4. Cascading Style Sheets advanced techniques, CSS3.
5. Responsive design.
6. Presentation and defense of group projects.

Study literature:

3. Flanagan D.: JavaScript. Computer Press 2002
4. Musciono Ch., Kennedy B.: HTML a XHTML Computer Press 2000.
5. Goodman, D.: Dynamic HTML The Definitive Guide. O` Reilly 2002. ISBN 0-596-00316-1.
6. Harold, E.R., Means, W.S.: XML in a Nutshell. O` Reilly 2004. ISBN 0-596-00764-7.
7. Bates, C.: XML in Theory and Practice. John Wiley&Sons 2003. ISBN 0-470-84344-6.
8. Powell, T.A.: Web Design. The Complete Reference. Osborne/McGraw-Hill 2000. ISBN 0-07-212297-8.
9. Daconta, M.C., Obrst, L.J., Smith K.T.: The Semantic Web. Wiley Publishing, Inc. 2003; ISBN 0-471-43257-1.
10. Zeldman, J.: Designing with Web Standards. New Riders Publishing Publication 2003. ISBN 0-7357-1201-8
11. Meyer, E.: Cascading Style Sheets - The Definitive Guide. O Reilly 2004. ISBN:0-596-00525-3
12. Niederst, J.: Web design in a nutshell. O Reilly 2002. ISBN 0-596-00196-7

DECISION SUPPORT SYSTEMS (EAE24E)**Department of Systems Engineering**
Faculty of Economics and Management

Lecturer:	doc. RNDr. Helena Brožová, CSc.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	oral and vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal of the subject is synthesis of knowledge of quantitative methods and other branches, methodology and architecture of decision support systems, decision-making process analysis. Helping students understand the fundamental concepts and techniques of DSS. Besides its importance to corporate competitiveness, reasons for studying this field are: . A business education is incomplete without an understanding of modern approaches to management and decision-making, because the concepts of DDS are widely used in managing of a business and all types of managers can profit from the knowledge of them.

Lectures:

1. Introduction into the course unit. Development of IT - architecture Client - Server.
2. Evolution of Internet, Markup Languages.
3. DHTML - Document Object Model.
4. Cascading Style Sheets - selectors.
5. Cascading Style Sheets - styles for documents, responsive design.
6. Javascript - description of language.
7. Javascript - examples.
8. Computer graphics.
9. Accessibility of web sites.
10. AJAX technology.
11. Multimedia and Flash technology - RIA.
12. Usability of web sites.

Seminars:

1. Introduction into seminars, Markup languages.
2. HTML advanced techniques, HTML5.
3. JavaScript and CSS technologies basics.
4. Cascading Style Sheets advanced techniques, CSS3.
5. Responsive design.
6. Presentation and defense of group projects.

Study literature:

1. Flanagan D. JavaScript Kompletní průvodce. Computer Press 2002, ISBN 80-7226-626-8
2. Musciano Ch., Kennedy B. HTML a XHTML Computer Press 2000. ISBN 80-7226-4079
3. ŠPINAR, D. 2004. Tvoříme přístupné webové stránky. 1. vyd. Brno Zoner Press, 2004, 360 s. ISBN 80-86815-11-0.
4. Zeldman, J. Tvorba webů podle standardů XHTML, CSS, DOM a dalších. Computer Press 2004. ISBN 80-251-0347-1

PROGNOSTIC METHODS (EEEE9E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

Aim of the subjects is to give students knowledge of common prognostic methods use of which is a necessary presumption of perspective branch strategy on both national-economy and enterprise levels. Qualified use of prognostic methods is a condition of a successful economic decision making.

Seminars will be taught with use of PC classrooms.

Lectures:

1. Determination of prognostics; Classification of prognoses.
2. Subjective prognostic methods; Objective prognostic methods; System-econometrics prognostic methods.
3. ARIMA model
4. General to specific modelling
5. Derivation of demand functions (ADL model)
6. Demand function's use for demand prognosis
7. Derivation of supply functions (ADL model)
8. Supply function's use for demand prognosis
9. Prognosis of agrifood market development (VAR and VECM model); Verification of prognostic characteristic of models
10. Derivation of prognosis from complex econometrics models
11. Simulation and enterprise prognosis
12. Prognosis of macroeconomic aggregates; Leading indicators.

Seminars:

1. Typology of prognosis and prognostic methods; Subjective prognostic methods.
2. Objective prognostic methods - trend function, ARIMA model.
3. Econometric prognostic methods - ADL model
4. Demand prognoses - VAR a VECM model
5. Supply prognoses - VAR a VECM model
6. Prognoses from complex econometric models and simulation prognoses

Study literature:

1. Darnell, Adrian C., Evans, L.: The Limits of Econometrics, Edward Elgar Publishing Limited, Hants, England 1994, ISBN 1-85278-517-9
2. Gilchrist, W.: Statistical Forecasting, Wiley London 1996
3. Gujarati, Damodar N.: Essentials of Econometrics, McGraw-Hill, Inc., USA 1992, ISBN 0-07-025194-0
4. Greene, William H.: Econometric Analysis, Pearson Education, Inc., New Jersey 2003, ISBN 0-13-110849-2
5. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993, ISBN 1 85278 846 1
6. Labys, W.C.: Modelling and Forecasting Primary Commodity Prices, Ashgate, 2006

IS QUALITY ASSESMENT (EIE50E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Jiří Brožek, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

The main objective of the course is to teach students to critically evaluate IS and other software products offered on the market. Exact methods, based on the measurement of attributes important to the needs of the user, are preferred. Presented evaluation models are based on the principles of international, European and national standards for the area. Students will be acquainted with the theoretical principles of measurement of software product attributes and ISO/IEC software product quality model.

Lectures:

1. Introduction
2. Theory of Quality in IT industry
3. International standards for software quality
4. Measurement of System and Software Product quality I
5. Measurement of System and Software Product quality II
6. SLOC and Object oriented metrics
7. Project SQuaRE (ISO/IEC 25 000)
8. Overview of another standards in IT industry (IEEE, RFC)
9. Overview of another standards in IT industry (IEEE, RFC)
10. Pass-eligible

Seminars:

1. Introduction
2. How is functioning international standardization process in IT industry
3. Creation of project teams and discussion around sw. quality
4. Example of sw. quality measurement - QME
5. Discussion around standards for sw. quality and another IT standards.
6. Presentation of projects

Study literature:

1. Zuse, H.: Software Complexity. Measures and Methods. de Gruiter Berlin, 1991, 605 p.
2. Krantz, D.H.; Luce, R.D.; Sippers, P. and Tversky, A.: Foundation of Measurement, Vol. I Additive and Polynomial Representations, Academic Press, San Diego, New York, Boston, London, Sydney, Tokyo, Toronto, 1971, 584 p.
3. Roberts, F.S.: Measurement Theory with Applications to Decisionmaking, Utility and Social Sciences. Encyclopaedia of Mathematics and its Applications, Addison - Wesley, London, Amsterdam, Don Mills - Ontario, Sydney, Tokyo, 1971, 420 p.
4. Actual Draft International standards, technical reports, committee drafts and working drafts of international standardisation groups ISO/IEC JTC1/SC7 Software engineering, specially drafts of series ISO/IEC 14598 Evaluation of software products
5. ISO/IEC 9126 Software quality characteristics and metrics

INTERNET TECHNOLOGIES - SERVER SIDE (ETE53E)**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	Ing. Václav Lohr, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

To intensify knowledge of students in work with web technologies that are used for creation of web site in term of the server side, especially with HTTP, PHP and MySQL. Lectures and guided exercises are supplemented by specifying of complex group projects. Inform students with possibilities of creation and administration of dynamic web sites. Subject is oriented on www technologies on part of server. The basic forms of teaching are lectures, controlled seminars in computer laboratory and independent work with PC. Students create individual essays and group projects.

Lectures:

1. Introduction into the course unit, new IS architecture
2. Sever side Technologies - overview
3. Forms in HTML
4. Forms and Scripting
5. Editors, Toolkits, Professional Programing
6. Java and servlets on server side
7. DBS and Web server
8. Internet application and its integration
9. Architecture of Internet - CESNET example
10. Monitoring of Internet

Seminars:

1. Introduction into seminars, group project entry
2. Preparation of project structure
3. Forms - PHP examples
4. Creation of projects - consultation
5. MySQL - examples
6. Presentation of student 's project + Assignment

Study literature:

1. Zeldman, J.: Designing with Web Standards. New Riders Publishing Publication 2003. ISBN 0-7357-1201-8
2. Castagneto, J. and all.: Profesional PHP Proqraming. WROX 2000. ISBN 1-861002-96-3
3. Fowler, S., Stawick V.: Web Application Design Handbook, Elsevier 2004. ISBN 1-55860-752-8

IT FOR E-BUSINESS (ETE24E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Petr Benda, Ph.D.
Teaching period:	Spring semester
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27
Prerequisites:	English, B.Sc. studies in IT

Objective and general description:

The basic form of teaching are lectures, controlled seminars in computer laboratory and independent work with PCs. Students work in groups and elaborate essays and presentations on given topics. The presentations are given and discussed in the class. Course support is at moodle.czu.cz and kitlab.pef.czu.cz.

Lectures:

1. Introduction into the course unit - Data - Information - Knowledge
2. E-business
3. Computation models
4. Computer graphics
5. Network infrastructure, network services, VoIP
6. Technologies client/server side
7. DHTML - CSS, JavaScript
8. Desktop applications, database systems, programming languages
9. Data modeling, data mining
10. ICT security
11. Data protection/archivation
12. IT management

Study literature:

1. K. Laudon, J. Laudon: Management Information Systems. Prentice Hall. 11 edition (January 9, 2009). ISBN 10: 0-13-607846-X
2. Bergmen, T.P.: The Essentials Guide to Web Strategy for Entrepreneurs. Prentice Hall 2002. ISBN 0-13-062111-0
3. Timothy J. O'Leary: Computing Essentials 2005 Intro Edition w/Student CD, 12th Edition. ISBN 0072256478
4. Oz, Effy: Management Information System. Fourth Edition. Boston: Course technology, 2004. ISBN 0-619-21538-0.
5. Dyché, Jill. The CRM Handbook: A Business Guide to Customer Relationship Management. Addison-Wesley Professional, 2001. ISBN 978-0201730623.

MSc in European Agrarian Diplomacy

Programme syllabi



MSc EAD PROGRAMME SYLLABI

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MSc in European Agrarian Diplomacy

Programme syllabi – First year



WORLD ECONOMY AND AGRICULTURE (EEEF1E)**Department of Economics**

Faculty of Economics and Management

Lecturer:	prof. Ing. Luboš Smutka, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Economics of World Agriculture deals with the problem of world food insecurity and agricultural production. This problem is systematically analyzed concerning the demand for food and its demographic and economic determinants and the supply of food taking into account various world agricultural systems and production factors characteristics. The attention is also paid to the development of agricultural commodity markets and agrarian policies in OECD and developing countries. The objective of this subject is to analyze current problems of world malnutrition and agricultural production with the use of economic theories and reasoning with the aim to deepen the economic knowledge of students and their global overview.

Lectures:

1. Role of agriculture in coping global problems, agriculture from the historical perspective.
2. The role of agriculture in economic development and structural transformation.
3. The world food problem and undernutrition.
4. Economic determinants of food demand.
5. Demographic determinants of food demand.
6. Case studies assignment.
7. Classification of world agricultural systems.
8. Determinants of agricultural output.
9. World agricultural commodity markets.
10. World agricultural and food policies.
11. Case studies presentations.
12. How to promote agricultural development? Experience in development projects in agriculture (a guest lecture).

Seminars:

1. Case studies assignment and assignment for next seminar.
2. Readings on nutrition, estimating recommended nutritional doses.
3. World historical famines - readings and discussion.
4. Readings on demographics and projecting future demand for food in a chosen country.
5. Readings on GMO and biotechnology. Discussion - what are the pros and cons of GMOs?
6. Estimating agricultural production functions and supply elasticities.

Study literature:

1. Leathers, H., Fosters, P.: The World Food Problem: Tackling the Causes of Undernutrition in the Third World. 2004. Third Edition. Lynne Rienner Publishers. ISBN 1- 58826-275-8.
2. Norton, G.W., Alwang, J., and W.A. Masters: Economics of Agricultural Development: World Food Systems and Resource Use, Second Edition, Routledge, 480 p. 2006.
3. Kuna, Z.: Demografický a potravinový problém světa. 1. Vydání, Praha: Wolters Kluwer, ČR, 2010. 340 s.
4. Food and Agriculture Organization (FAO): Annual Report on The State of Food Insecurity in the World (The SOFI Report).
5. World Bank: The World Development Report 2008: Agriculture for development.
6. Course materials - lectures and seminars contents available at LMS Moodle.

Recommended study literature:

1. Southgate, D., Graham, H. and Tweeten, L.: The World Food Economy. 2007. Blackwell Publishing. ISBN-13:978-1-4051-0597-2 (paperback).
2. Wesley, E., Peterson, F.: A Billion Dollars a Day: The economics and Politics of Agricultural Subsidies. Wiley-Blackwell; 1 edition (April 28, 2009), 320 p., ISBN: 101405185864.
3. Food and Agriculture Organization (FAO): Annual Report on The State of Food and Agriculture.
4. International Food and Policy Research Institute: Annual Global Hunger Index Report.
5. World Trade Forum: Food Crises and the WTO, Cambridge University Press, USA, 2010.
6. United Nations Conference on Trade and Development (UNCTAD): Food Security and Agricultural Development in Times of High Commodity Prices, No. 196, 2009.
7. Ruane, J., Sonnino, A.: Agricultural biotechnologies in developing countries and their possible contribution to food security. Journal of Biotechnology 156 (2011) 356– 363.
8. Bazuin, S., Azadi, H. Witlox, F.: Application of GM crops in Sub-Saharan Africa: Lessons learned from Green Revolution. Biotechnology Advances 29 (2011) 908– 912.
9. DIXON, J; GULLIVER, A. and GIBBON, J. Farming Systems and Poverty, Improving Farmer´s Livelihoods in a Changing World. First edition. Rome FAO, 2001. 410 s. ISBN 92-5-1046-27-1.
10. KARAPINAR, B.; HABERLI, C. Food Crises and the WTO. New York Cambridge University Press, 348 s. ISBN 978-0-521-19106-7.
11. HERRMANN, M. Food Security and Agricultural Development in Times of High Commodity Prices, Geneva UNCTAD, Discussion Paper No. 196, 2009. 33 s. ISSN 1014-546X.
12. RUANE, J.; SONNINO, A. Agricultural biotechnologies in developing countries and their possible contribution to food security. Journal of Biotechnology, Vol. 156, 2011, s. 356-363.
13. BAZUIN, S., AZADI, H. WITLOX, F. Application of GM crops in Sub-Saharan Africa Lessons learned from Green Revolution. Biotechnology Advances, Vol. 29, 2011, s. 908-912.

BUSINESS MANAGEMENT (EREX6E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The course is focused on the international business environment, and in the context of agribusiness and dealings with diplomatic bodies. The structure of the course is designed with regard to the expected employment of graduates in the international environment in the field of business management and administration, in business and/or diplomatic bodies. Students become familiar with methods and approaches needed to understand business organisation and management, and dealings with various stakeholders.

Graduates have theoretical knowledge of the following aspects of management and appreciate their interdependencies: the development of management philosophies; Managerial and leadership attributes; Management hierarchies; Managing people - individuals and groups; Managing projects; Appreciating business and diplomatic communications, Managing quality; Managing marketing and customer care; Managing health and safety. The graduates have a clear understanding of the limitations of their knowledge, and of areas requiring further study. The graduates are able to demonstrate their knowledge in practical applications, such as by producing an original project plan, by evaluating and analysing a firm's management philosophy, assess organization culture, analysing a current event from the viewpoint of international diplomacy

Education Plan:

1. Introduction to seminars
2. Communications skills workshop
Applied business management - Case study 1
3. Presentation of Case Study 1
Applied business management - Case Study 2
4. Presentation of Case Study 2
Applied business management - Case Study 3
5. Presentation of Case Study 3
Applied business management - Case Study 4
6. Presentation and defence of Case study 4 (for Module Credit/Zapocet)

Study literature:

1. ISO 9000/2000 Quality Management Systems
2. Cole G.A.; Management theory and practice; Thompson (UK), 2004; ISBN 1-84480-088-1
3. Ivancevich J.M. et al. Management Quality and Competitiveness. McGraw Hill/Irwin, 1996
4. Keuning, D. Management, A Contemporary Approach. FT Prentice Hall, 1997
5. Kooonz, H., Wheirich, H. Management. McGraw Hill 1976 - 11 editions
6. McShane, S., Von Glinow, M.A. Organizational Behaviour. McGraw Hill Education, 2000
7. Mullins, L.J.; Management and organisational behaviour; Pearson education, 9th edition 2010; ISBN 979-0-273-72408-7
8. Project Management Body of Knowledge (PMBOK) 4th edition; Project Management Institute (USA) 2008; 978-1-933890-51-7

ESSENTIALS OF DIPLOMACY (EHEA8E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	PhDr. Blanka Wurst-Hašová, PhD.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course deals with all aspects of bilateral and multilateral relations, diplomatic corps, the international legal regulations and conventions, which diplomatic practice follows, to main tasks of diplomatic missions and to the ways they are fulfilled. Lectures are combined with analyses of Viennese conventions about diplomatic and consular relations and of other documents, search for information sources and work with information.

Lectures:

1. Introduction. Fundamental concepts conventions adapting diplomatic and consular relations.
2. Ius legationis. Diplomatic relation, their establishment and interruption. Diplomatic mission and its purpose. Multiple accreditation. Special missions. Regular missions at international organizations.
3. Choice of diplomatic delegates. Categories of diplomatic delegates and diplomatic corps. The personnel of diplomatic corps .
4. Beginning and end of a diplomatic mission.
5. Rights and immunity of diplomatic missions.
6. Diplomatic correspondence.
7. Consuls and consulates.
8. Diplomatic protocol. Formalities, visiting cards, dress established by protocol.
9. Diplomatic companies and their organization.
10. Diplomatic negotiations .
11. International policy of CR and its institutions.
12. International organizations.

Seminars:

1. Viennese convention on diplomatic relations – fundamental concepts.
2. Viennese convention on diplomatic relations – articles 2,3,5,6,12,20,21,45-47.
3. Viennese convention on diplomatic relations – articles 14-19, 7-11.
4. Viennese convention on diplomatic relations – articles 4,13,43,44.
5. Viennese convention on diplomatic relations – articles 22-42.
6. Closing test.

Study literature:

1. Berridge, G. R. and Lorna Lloyd: The Palgrave Macmillan Dictionary of Diplomacy (2012)
2. Foreign Service Act, available at:
[https://www.mzv.cz/file/2566085/ 2. zakon zahranicni sluzba EN FINAL.pdf](https://www.mzv.cz/file/2566085/2_zakon_zahranicni_sluzba_EN_FINAL.pdf)
3. G. R. Berridge: Diplomacy: Theory and Practice (2015)
4. H. Kissinger: Diplomacy (1995)
5. Vienna Convention on Consular Relations (1963)
6. Vienna Convention on Diplomatic Relations (1961)

COMMUNICATION AND INFORMATION RESOURCES (ETEA3E)**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	Ing. Miloš Ulman, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to practice effective skills in research, communication and project management needed for academia, private and public sectors. The course provides practical training in how to plan and conduct research, advanced academic writing, grant writing and project management. As the private and public sectors today look for versatile experts, the course topics cover a wide range of skills from compiling research questions, gathering relevant resources, argumentation, citing and referring, peer review, finding grant opportunities to writing project proposals and project management.

Lectures:

1. Basics of graduate research
2. Electronic scholar sources and reference managers
3. Techniques of writing literature review
4. Research questions and methodology
5. Peer review
6. Writing project proposals
7. Grants and funding opportunities
8. Project cycle management
9. Time planning
10. Project budget
11. Monitoring and reporting
12. Presentation skills

Seminars:

1. From research subject to topic and research questions
2. Writing an effective literature review
3. Peer review & paper consultations
4. Project ideas and proposal writing
5. Project proposal writing
6. Mock presentations & consultations

Study literature:

1. ALLEMAN, Glen., 2014. Performance-Based Project Management: Increasing the Probability of Project Success. Amacom. ProQuest Ebook Central, <https://ebookcentral-proquest-com.infozdroje.czu.cz/lib/czup/detail.action?docID=1407878>.
2. BATLINER, R., FELBER, R., GÜNTHER, I., 2011. A Primer on Results-Based Management. SECO Economic Cooperation and Development. <https://www.seco-cooperation.admin.ch/secocoop/en/home/results/monitoring.html>
3. Booth, Wayne C., et al. The Craft of Research, University of Chicago Press, 2016. ProQuest Ebook Central, <https://ebookcentral-proquest-com.infozdroje.czu.cz/lib/czup/detail.action?docID=4785166>.
4. TAYLOR, D., 2017 How to Write a Literature Review in 30 Minutes or Less. 27 March, 2017.
5. THILL, John V.; BOVÉE, Courtland L. Excellence in business communication. Prentice-Hall, Inc., 2006.
6. TOOGOOD, Granville N. The New Articulate Executive: Look, Act and Sound Like a Leader. McGraw Hill Professional, 2010.
7. VAN DER GAAST, Koen; KOENDERS, Laura; POST, Ger., 2019. Academic Skills for Interdisciplinary Studies: Revised Edition. Amsterdam University Press. <https://ebookcentral-proquest-com.infozdroje.czu.cz/lib/czup/detail.action?docID=5826535>.

ECONOMETRIC MODELLING (EEE64E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The subject provides an introduction into econometric modelling. Students gain knowledge about the most important elements of econometric analysis and they practice it on different examples. The subject starts with the theory about linear regression model (specification, assumptions, estimation, generalized LRM, verification of LRM) and its empirical application. Then, the multiple-equation models are introduced and empirically applied. In the empirical analysis the students practise ex-post analysis, simulation and forecasting on different economic phenomena.

The aim of subject is to give students knowledge of economic modelling which in countries with developed market mechanism is non-substitutable tool of quantitative analysis of national economy, its industries and enterprises for determination of optimal strategy of enterprise development, agri-food complex and economy. Forms of teaching are based on lectures and seminars with use of PC classrooms.

Lectures:

1. Econometrics, Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicollinearity; Testing of LRM assumptions.
4. One-equation econometric models (demand models) - Dynamisation; Dummy variables.
5. Multiple-equation models; Simultaneous models; Estimation of structural parameters.
6. One-equation and simultaneous demand (consumption) models.
7. Econometric analysis of production - production and cost function.
8. Econometric analysis of production - isoquant and isofactor function.
9. Derivation of one-equation supply models.
10. Econometric analysis of market equilibrium - partial equilibrium models; Cobweb model.
11. Complex econometric models; Financial econometric models; Sectoral econometric models - Agrifood market models.
12. Econometric forecasting.

Seminars:

1. Repeating of vector and matrix algebra. Repeating of regression and correlation analysis.
2. Construction of LRM.
3. Estimation of LRM and testing of model assumptions (verification).
4. Application of LRM; Dynamisation of econometric model.
5. Identification of EM and its transmission from the structural form into the reduced form.
6. Estimation of structural parameters - TSLM.
7. Derivation of one-equation product demand function and its economic interpretation.
8. Derivation and estimation of nonlinear consumption functions.
9. Econometric modelling of market. Simultaneous models, relation between its structural and reduced form.
10. Estimation of production and supply functions.
11. Relation between production factors and relation between production and branches.
12. Complex EM; Application of EM in forecasting.

Study literature:

1. Seddighi, H.R. et al.: Econometrics – a practical approach. Routledge, London 2000.
2. Stock J.H., Watson M.W.: Introduction to Econometrics, Prentice Hall, 2007.
3. Green, W.H.: Econometric Analysis, Printice Hall, 2003 (5th edition).
4. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993.
5. White, H.: New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham, UK, 2004.
6. Ramanathan, R.: Introductory econometrics, The Dryden Press 1995.
7. Judge, G. and others: The Theory and Practice of Econometrics, Wiley, New York 2000.
8. WOOLDRIDGE, J. M., Introductory Econometrics : a Modern Approach. Mason, Ohio: South-Western Cengage Learning, 2016.

COMMUNICATION EN FRANCAIS I (ELD09Z_1)

Department of Languages
Faculty of Economics and Management

Lecturer:	PhDr. Mgr. Milena Dvořáková, MBA
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	3.0
Assessment:	credit
Marking scale:	
Contact hours:	24

Objective and general description:

The course unit is a multilevel language module designed to provide an experience for students aiming at improving their listening, speaking, reading, writing, and comprehension skills in French. The objective of this course is to bring the students' French skills to be fluent in international diplomatic world. Therefore articles from current French language newspapers and periodicals dealing with EU are used as the basis for further development of language skills including. The nature of the course is practical. The students also use language laboratory and TV documents in French to train their language skills.

Lectures:

1. Listen. It is French.
2. At the reception I.
3. At the reception II.
4. Ways of greeting.
5. Greetings and introduction.
6. A quick look at the European Union
7. Who are they?
8. What are they?
9. A break.
10. Making judgements.
11. Stéréotypes.
12. Getting ready for TFI certificate.

Seminars:

1. Listen. It is French.
French alphabet.
2. At the reception.
Verbs etre,avoir.
3. At the reception.
Reflexive verbs.
4. Ways of greeting.
Definite articles.
5. Greetings and introduction.
Introducing oneself, saying hello, expressing thanks, saying goodbye.
6. A quick look at the European Union.

- EU countries.
- 7. Who are they?
Describing personality.
- 8. What are they?
Describing physical appearance.
- 9. A break.
Gender and number of adjectives.
- 10. Making judgements.
Making question.
- 11. Stéréotypes.
Verbs: faire, connaitre, venir.
- 12. Credit test.

Study literature:

1. RIEHL, L. -- SOIGNET, M. -- AMIOT, M. Objectif diplomatie [Texte imprimé] : le français des relations européennes et internationales : A1-A2. Paris: Hachette français langue étrangère, 2006. ISBN 978-2-01-155449-9.
2. BARFÉTY, M.; BEAUJOUIN, P. Expression orale. Niveau 2. Paris: CLE International, 2005. 124 s. ISBN 978-2-09-035207-8.
3. BASSI, Claudie; CHAPSAL, Anne-Marie. Diplomatie. com. 1. vydání France: CLE International, 2005. 96 s. ISBN 978-209-033184-4.
4. BECHYŇOVÁ, Nina; DVORÁKOVÁ, Milena; JEŽKOVÁ, Slavomíra. Francouzské odborné texty. 1.vyd. Praha: ČZU Praha 2000. 146 s. ISBN 80-213-0604-1.
5. www.moodle.czu.cz - Materials relevant to the subject

AGRICULTURAL POLICY (EED06E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková, CSc.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written, oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course Agrarian Policy offers the concise information on different types and tools of economic policies in the agrarian sector, starting from the general definition of the goals, time and space levels, actors and tools of economic policies in general. Further included are the economic policies regarding production factors, food and nutrition policies, environmental policies, regional and structural policies, trade policies, economic transformation policies and development policies. A special attention is paid to the EU CAP. The theoretical issues are continually applied by the students in their team presentations.

Lectures:

1. Basic types, goals, time and space levels of economic policies.
2. Economic policies with regard to production factors in the agrarian sector. Factor mobility theory.
3. Economic policies with regard to production factor capital.
4. Economic policies with regard to production factor labour. Income redistribution and its tools.
5. Economic policies with regard to production factor land. Agricultural land protection.
6. Trade policies. Trade liberalisation and protectionism in agriculture.
7. EU Common Agricultural Policy (Block teaching).
8. Food and nutrition policy. Food consumption measuring.
9. Economic transformation policies: In general, Czech example.
10. Environmental policies regarding agriculture. Environment evaluation: goals, tools. Organic agriculture.
11. Globalisation contra-balances in the rural space: Cooperatives, Fair Trade, LETS.
12. Organisations and political parties representing farmers (Case study of different countries).

Seminars:

1. Introduction to seminars. Seminar essays and presentations topics, teams, timetable.
2. Essay presentation and evaluation
3. Essay presentation and evaluation
4. Essay presentation and evaluation
5. Essay presentation and evaluation
6. Essay presentation and evaluation

Study literature:

1. BENOSSY-QUERE, R.E. et al. Economic policy. Oxford, Oxford University Press. 2004. 256 s. ISBN 978-0-19-532273-6.
2. BAKER, D. Globalisation and Progressive Economic Policy. Cambridge. Cambridge University Press. 1998. 311 s. ISBN 0-521-64360-0.
3. OECD. Economic Policy Reforms 2013. OECD. 2013. 294s. ISBN 9789264168374(PDF)
4. The Common Agricultural Policy. http://ec.europa.eu/agriculture/cap-overview/2012_en.pdf.

HUMAN RESOURCES MANAGEMENT (EREX8E)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Martina Fejfarová, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal of the course is to acquire knowledge of human resource management and HR activities of a manager and to obtain knowledge and skills in areas like labour market, recruitment and selection, adaptation, motivation, performance management, training and development, career management, employee mobility and human resource management perspectives. The basic forms of teaching include lectures and seminars oriented on practising some of the skills as well as on cultivating opinions during individual and team tasks and case studies solutions.

Lecture

1. Human Resource Management in the 21st Century: Challenges for the Future
2. Labour market
3. Recruitment
4. Selection
5. New Employee Adaptation
6. Motivation and Employee Engagement
7. Reward Management
8. Performance Management
9. Training and Development
10. Career Management
11. Employee Mobility
12. Human Resource Management Perspectives

Seminar

1. Course Structure
Requirements
2. Presentations
How to write a cover letter
3. Presentations
How to write a CV
4. Presentations
Job Interview
5. Presentations
Workshop
6. Credit week

Study literature:

1. ARMSTRONG, M. Armstrong's handbook of human resource management practice. 11th ed. Philadelphia : Kogan Page, 2012. ISBN 978-0749465506.
2. LUSSIER, R. N., HENDON, J. R. Human Resource Management. London : SAGE Publications, 2013. ISBN 978-1-4129-9242-8.
3. MATHIS, R L. -- JACKSON, J H. -- VALENTINE, S. Human resource management. Stamford, CT, USA: Cengage Learning, 2014. ISBN 9781133953104.
4. PINK, D H. Drive : the surprising truth about what motivates us. Edinburgh: Canongate, 2018. ISBN 978-1-78689-170-9.
5. SNELL, S., BOHLANDER, G. W. Managing human resources. 16th ed. Mason, OH : Cengage, 2013. ISBN 11-115-3282-6.

WORLD ECONOMICS AND WORLD ECONOMIC INSTITUTIONS (EED07E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Karel Tomšík, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to give students knowledge about the current state of the world economy, the main contemporary tendencies and international economic relations, including their coordination. The course deals with the historical context, analyzing factors influencing development of the world economy as well as characteristics of the world economy regional centers. Attention is also paid to global institutions that drive the world economy. Teaching forms are lectures, seminars and semestral projects.

Lectures:

1. Development and Characteristics of the World Economy (development stages, characteristic of the milestones of the world economy)
2. World economy and Globalization (characteristics of globalization, sustainable development, globalization of the world economy)
3. Institution of the World Economy (United Nations, other global governmental and non-governmental institutions)
4. The International Monetary System (World Bank Group, International Monetary Fund)
5. World Economy and International Trade (International Trade and production possibilities, comparative and absolute advantage, protectionism and free trade, WTO)
6. The World Economy and International Movement of Capital (liberalization of international capital movements, forms of international capital flows, foreign direct investment)
7. Regionalization of the World Economy (regionalization theory, international institutions and regions of the world economy)
8. Economic center of Europe (characteristics, role in the global economy, European integration project and European institutions out of the EU)
9. The EU-Single Market and the Global Economy (impact of economic integration on global position in the world economy). EU institutions (characteristics, impact of EU institutions on economic development)
10. The Main Economic Centres of the World Economy (North America, Asia)
11. World Economy and New Industrialized Countries
12. The Global Economy and Developing World (trends, institutions and organizations of the Third World)

Lectures:

1. Benefits and risks of globalization.
2. International movement of capital, international capital allocation - current problems.
3. International Monetary Relations.
4. World trade in the 21st century.
5. World economy and developed economies.
6. World economy and developing economies.

Study literature:

1. Van den Berg, H.: International Economics. Boston: McGraw Hill/Irwin, 2003. 650 s. ISBN: 0-07-121517-4.
2. Cleaver, T.: Understanding the World Economy. Fourth Edition. New York, Routledge, 2013. 268 s. ISBN: 978-0-415-68130-3.
3. Eckers, A. E. The contemporary Global Economy. A history since 1980. Chichester: Wiley-Blackwell, 2011. 306 s. ISBN: 978-1-4051-8343-7.
4. Krugman, P. R., Obstfeld, M., Melitz, M. International Economics. 9th edition, Boston: Prentice Hall, 2011. 736 S. ISBN: 978-0-132-96164-6.
5. Pelkmans, J.: European Integration: Methods and Economic Analysis. 3rd edition, Harlow: Pearson Education, 2006. 480 s. ISBN: 978-0-273-69449-9.
6. Česká zemědělská univerzita. World Economics and its Institutions [online]. Praha: LMS Moodle. Available at: <https://moodle.czu.cz/>.

**ECONOMICS OF PRODUCTION AND PROCESSING OF AGRICULTURAL PRODUCTS
(EED08E)**

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject provides to students a conception of economic evaluation of an individual branch in agricultural basic production and processing of agri-products, circulation of raw materials and processing to final consumer goods, to make students ready for their incidence not only in company within the primary industry, but also in the areas of processing agricultural raw material and the sale. Particular sectors in agribusiness are used to explain the links within the food chain. By using practical examples, the share of individual players within the food chain is quantified - from the primary producer to the processor, retailer, government and consumer.

Graduates have theoretical and practical knowledge from the area of commodity economics. They can handle basic economic terminology. They are able to predict development of basic indicators from the area of plant and animal production commodities.

Lectures:

1. Economic terms of commodity production and processing.
2. Economics of production, sales and processing of cereals.
3. Economics of production, sales and processing of oil plants.
4. Economics of production, sales and processing treatment of root crops.
5. Economics of biofuels production.
6. Economics of production, sales and processing of vegetables.
7. Economics of feeds production, preservation and feeding technologies.
8. Economics of production, sales and processing of milk.
9. Economics of production, sales and processing of meat I.
10. Economics of production, sales and processing of meat II.
11. Economies of production, sales and processing of poultry production.
12. Economics of production, sales and processing of the other small-volume products of animal production.

Seminars:

1. Economic categories revision; Ways of costs calculations in an agricultural branch.
2. Returns from an agricultural branch; Pricing of the cereal production.

3. Economics of oilcrops - processing of vegetable oils, production of biofuels.
4. Impacts of CAP - Quotas in sugar and milk production.
5. Sale and processing of meat.
6. Specificity of poultry and eggs production; Projects presentation and defence.

Study literature:

1. GEMAN, H.: Commodities and Commodity Derivatives: Modeling and Pricing for Agriculturals, Metals and Energy. John Wiley & Sons., U.K., 2009. ISBN: 978-0-470-68773-4
2. NISSANKE M., MAVROTAS G.: Commodities, Governance and Economic Development under Globalization, Palgrave Macmillan, USA 2010. ISBN 978-1-349-30116-4
3. NORTON, G. W., ALWANG, J.: Introduction to Economics of Agricultural Development. McGraw-Hill, 2013. ISBN: 978-0070479227
4. TVALCHRELIDZE, A., G.: Economics of Commodities and Commodity Markets, Nova Science Publishers, Inc., 2013. ISBN 978-1-622-57786-6

FOREIGN POLICY AND INTERNATIONAL RELATIONS (EHEA9E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	PhDr. Blanka Wurst-Hašová, PhD.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course deals with the main theoretical approaches to international relations and especially with the theoretical reflection of the changes in the European integration process. The course includes lectures on chosen themes with the use of electronic media, seminars and students' essays. The study materials are available via LMS Moodle.

Course characterizes history of international relations, describes various theoretical approaches to them. Student are led to understanding of the role of foreign policy in present time. Basic form of teaching is constituted by lectures and seminars with student works and discussions about key issues of foreign policy and international relations.

Lectures:

1. Systems of international relations.
2. International aspects of development of national states.
3. International political regions.
4. Actual changes in international relations.
5. Realistic approach to international relations.
6. Liberal approach to international relations.
7. Scientific approach to international relations.
8. Critical approach to international relations.
9. History of European integration.
10. Actual issues of European integration.
11. Europeanization of national political parties.
12. Regional issues in EU.

Lectures:

1. Introduction to the course – literature and the choice of topics of seminar works.
2. Theses of the seminar works.
3. Presentations of the seminar works and discussion.
4. Presentations of the seminar works and discussion.
5. Presentations of the seminar works and discussion.
6. Final evaluation.

Study literature:

1. A Global Strategy for the European Union's Foreign And Security Policy (2016), available https://eeas.europa.eu/archives/docs/top_stories/pdf/eugs_review_web.pdf on-line at:
2. Cohen, S.B.: Geopolitics of the World System, Lanham – Boulder - New York – Oxford: Rowman and Littlefield Publishers, Inc., 2003
3. European Charter of Local Self-Government, available on-line at: <https://rm.coe.int/168007a088>
4. Foreign Service Act, available on-line at: https://www.mzv.cz/file/2566085/_2._zakon_zahranicni_sluzba_EN_FINAL.pdf
5. Jackson, Robert, Sorensen, Georg, Moller, Jorgen: Introduction to International Relations: Theories and Approaches. Seventh Edition. Oxford University Press, 2018
6. Kissinger, Henry: The World Order, Penguin Books Limited, 2014
7. Nye, Joseph S. Jr. and Donahue John D. (eds.): Governance in a Globalizing World. Washington, DC: Brookings Institution Press, 2000
8. O'Loughlin, John (ed.): Dictionary of Geopolitics. Westport, CT.: Greenwood Press 1994
9. Reinicke, Wolfgang H.: Global Public Policy: Governing without Government? Washington, DC: Brookings Institution, 1998

MSc in European Agrarian Diplomacy

Programme syllabi – Second year

INTERNATIONAL ECONOMICS (ENE66E)**Department of Economic Theories**
Faculty of Economics and Management

Lecturer:	prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course introduces models of international trade and applies the theory, protectionism, balance of payments, exchange rate determination, international policy coordination and international labor and capital markets.

The goal of the subject is to explain macroeconomic theory knowledge according to magister degree. Education method is based on lectures and own study.

Lectures:

1. Subject of international economics and its main problems.
2. Theory of absolute and comparative advantage in simple model, models with more factors.
3. International equilibrium on goods markets and its impacts on income distribution. Prices and struct. of internat.trade.
4. International trade policies and their tools, role of tariffs.
5. International monetary system. Gold standard, evolut.in 1914–44, Bretton-Wood system. System of floating exchange rates.
6. Analysis of external economic realtions and their impacts on national GDP and price level in shortrun and longrun.
7. Global macroeconomic equilibrium in conditions of open economy. Internal and external equilibrium – choice dilemma.
8. Fiscal and monetary policies in systéme of fixed and floatinf exchange rates. Zones of economic instability.
9. International capital markets. Portfolio forming, risk aversion and its impacts on investment strategy choice.
- 10.Theory of world economy.Relative supply and relative demand in foreign trade.Terms of trade and effects of their changes.
- 11.Theory of world economy II. Economic growth effects in open economy (effects of export and import). Ohlin's point.
- 12.Basis, role and importace of multinational corporations. FDI and its importace for home and foreign country.

Seminars:

1. Introduction, seminar works. Basic terms of international economics.
2. Characteristic features of export, import, trade balance and payments balance.
3. International transfer of factors, labour and capital.
4. Economic policy of government in open economy.
5. Fiscal and monetary policies, rates of exchange.
6. Presentation of seminar works. Term.

Study literature:

1. MAITAH, Manssor a kol. Essentials of International Trade. 1. vydání. Praha : ČZU PEF, 2009. 130 s. ISBN 978-80-213-1859-5.
2. MAITAH, Manssor. Macroeconomics. 1. vydání. Praha : ČZU PEF, 2009. 180 s. ISBN 978-80-213-1904-2.
3. MAITAH, Manssor. Macroeconomics: Issues and Exercises. 1. vydání. Praha : ČZU PEF, 2013. 209 s. ISBN 978-80-213-2051-2.
4. KRUGMAN, P.R.; OBSTFELD, M. INTERNATIONAL ECONOMICS. NEW YORK : PEARSON INTERNATIONAL EDITION, 2006. 680 s. ISBN 0-321-31154-X.
5. DORNBUSCH, R.; FISCHER, S.; STARTZ, S. MACROECONOMICS. 11TH EDITION. NEW YORK : MCGRAW-HILL. 2010. 640 p. ISBN 978-0073375922.
6. FRANK, R.H.; BERNANKE, B.S. PRINCIPLES OF ECONOMICS. 5TH EDITION. NEW YORK : MCGRAW-HILL. 2012. 896 p. ISBN 978-0073511405.
7. VARIAN, H.R. INTERMEDIATE ECONOMICS : A MODERN APPROACH. 8TH EDITION. NEW YORK : W. W. NORTON & COMPANY. 2010. 806 p. ISBN 978-0-393-93424-3.

MARKETING MANAGEMENT (ERET1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course's goal is to broaden student's knowledge and skills necessary for marketing management. Basic methods of teaching are presentations and seminars. Seminars are conceptual and methodological foundation where students are led to accommodate practical application methods of marketing work. The output is team project on chosen topic. Successful presentation and defense of the project is prerequisite condition for pass-eligible.

Lectures:

1. Development of marketing and marketing philosophy.
2. Corporate social responsibility and green marketing.
3. Segmenting, targeting, positioning (STP)I.
4. Segmenting, targeting, positioning (STP)II.
5. Consumer behavior I.
6. Consumer behavior II.
7. Marketing research.
8. Marketing mix - Product.
9. Marketing mix - Place.
10. Marketing mix - Price.
11. Marketing mix - Promotion.
12. Brand and brand policy - tool of differentiation.

Lectures:

1. Basic information, assignment of project, team set up Content introducing, condition for pass- eligible.
2. Topic proposal, preparing of methodology.
3. Mandatory project consultation checking progress of project.
4. Voluntary individual consultation.
5. Individual work on project.
6. Presentation of project - pass-eligible.

Study literature:

1. KOTLER P.; ARMSTRONG G.; Pearson: Principles of Marketing. Pearson Prentice Hall 2006; ISBN 0-13-146918-5.
2. MOISANDER J.; VALTONEN A.: Qualitative Marketing Research a Cultural Approach. Sage Publication 2006; ISBN 10 1 4129 0380 7.
3. KINNEAR, C. Thomas, TAYLOR, R. James.: Marketing Research An Applied Approach. 4th ed. N. Y.: McGraw Hill, 1991. 880 p. ISBN 978-0-07-114418-6..
4. OTTMAN, A. Jacquelyn.: New Rules of Green Marketing. Strategies, Tools, and Inspiration for Sustainable Branding. New York: Berrett-Koehler Publishers, 2011. 252 p. ISBN 978-1-60509-866-1.
5. WYMER, W. jr.; KNOWLES, P.; GOMES R.: Nonprofit Marketing. Sage Publication 2006 ISBN 1-4129-0923-6.
6. BIRN, J. Robin,: The international Handbook of Marketing Research Techniques. Kogan Page Limited. London 2008 ISBN 978 0 7494 3865 4.
7. KOONTZ, H., WEIHRICH, H. Management. Mc GRAW HILL 1993. ISBN 0-07-35552-5.
8. MARTIN, D., SCHOUTEN, J. (2012) Sustainable Marketing. Pearson Education Limited, ISBN 10: 0-13-611707-4, ISBN 13: 978-0-13-611707-0.
9. OGILVY, David: Ogilvy on advertising. Prion London 2011 p. 219 ISBN 978-1-85375-615-3.
10. SCOTT, D. Meerman: The new rules of marketing and PR. Wiley New Jersey 2011 p. 366 ISBN 978-1-118-02698-4.

EU INTEGRATION AND AGRICULTURE (EEED3E)**Department of Economics**

Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D
Teaching period:	Autumn semester
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	60

Objective and general description:

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU and develop the students' abilities in analyzing political decision-making and institutional organization within the processes of European integration. Special attention is paid to the EU common policies.

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU. Special attention is paid to the Common Agricultural Policy and Structural Policy of the EU. The course is taught in co-operation with visiting lectures from another EU country. Lectures are combined with seminar discussions, using .ppt techniques and Internet. Students prepare individual essays to the given topics.

Lectures:

1. History and development of the EU. Individual steps.
2. Institutions of the EU.
3. The basic principles and freedoms of the Communities. Decision-making processes in the EU.
4. Theories of integration.
5. European single market.
6. European monetary union. EU budget.
7. Common trade policy. Competition policy.
8. Common agricultural policy.
9. European regional policy.
10. European social policy. Environmental policy.
11. European external relations. The EU's foreign, security, and defence policies. European development policy. EU external trade policy. The EU and the world trade.
12. EU Enlargement: processes, impacts. Neighbourhood Policy. Future of the EU.

Seminars:

1. Rules, demands, literature of the course. Setting groups and topics for essays.
2. Selection of project subject. Team discussion.
3. Current problems of the European Union.
4. Essay drafts evaluation.
5. Essay presentation and evaluation I.
6. Essay presentation and evaluation II.

Study literature:

1. Bache, I. and George, S.: Politics in the European Union. Oxford, Oxford University Press, 2006.
2. Cini, M.: European Union Politics. Oxford, Oxford University Press, 2007
3. Neal, L.: The Economics of Europe and the European Union. Cambridge, Cambridge University Press, 2007.

Core literature:

1. Artis, M., Nixon, F.: The Economics of the European Union. Oxford, Oxford University Press, 2001.
2. Bretherton, C., Vogler, J.: The European Union as a global actor. London, Routledge, 2006
3. El-Agraa, A. M.: The European Union. Harlow, Pearson Education, 2004.
4. Elgström, O., Smith, M. (eds): The European Union's Roles in International Politics: Concepts and Analysis. London, Routledge, 2006
5. Jörgensen, K.E., Pollack, M. en Rosamond, B.: Handbook on European Union Politics, London: Sage, 2007.
6. Molle, W.: The Economics of European Integration. Aldershot, Ashgate, 2001
7. Nugent, N.: The Government and Politics of the European Union. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2006.
8. Oskam, A. & Burell, A.: Agricultural policy and enlargement of the European Union. Wageningen Pers, 2000.
9. Pelkamns, J.: European Integration - Methods and Economic Analysis. Harlow, Pearson Education Limited, 2006.
10. Peterson, J., Shackleton, M.: The Institutions of the European Union. Oxford, Oxford University Press, 2006.
11. Sangiovanni-Eilstrup, M.: Debates on European Integration. Palgrave Macmillan, 2006.
12. Wallace, W.: Policy-Making in the European Union. Oxford, Oxford University Press, 2005.

STRATEGIC MANAGEMENT (ERET2E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	24

Objective and general description:

The course focuses on the development of students skills in the area of practical applications of strategic management principles. By combining various approaches the course develops students' ability to solve complex problems on the level of businesses, regions as well as on international level. The course also develops presentation skills of students, their ability to formulate their own opinions and defend these within the scope of professional discussions. The course provides for independent student work combining both individual and teamwork, it emphasises the work with information starting from collection of data through data and information processing and interpretation. The course leads students towards consistent use of strategic management principles in relation to key external factors with regard to

Education plan:

1. Business opportunities in agriculture - essay in English
2. Review of sources of funding and support for agriculture - teamwork
3. Review of sources of funding and support for agriculture - teamwork
4. Model of 'grantpreneur' - a business generating maximum funds from subsidies
5. Presentation and debates
6. Project work - bid for European funding
7. Project work - bid for European funding
8. Presentation of collected data - feedback session
9. Project work - bid for European funding
10. Presentation of interim results - feedback session
11. Project work - bid for European funding
12. Project work - bid for European funding
13. Presentation of project final version
14. Closing session

Study literature:

1. Dixit, A. K., Nalebuff, B. J.: Thinking Strategically. USA: W.W. Norton and Company, Inc., 1991.
2. Drejer, A.: Strategic Management and Core Competencies. Theory and Application. London: Quorum Books, 2002.
3. Elder, L., Paul, R.: Analytic Thinking. USA: The Foundation for Critical Thinking, 2007.
4. Friedman, G.: The Next 100 Years – A Forecast for the 21st Century. USA: Anchor Books, 2009.
5. Greene, R.: The 33 strategies of war. USA: Penguin Books, 2007.
6. Hitt, M.A., Ireland, R. D., Hoskisson, R. E.: Strategic Management: Competitiveness and Globalization, USA: South-Western College Publishing, 2011.
7. Huff, A., S., Floyd, S. W., Sherman, H. D., Terjesen, S.: Strategic Management – Logic and Action. USA: John Wiley and Sons, 2009.
8. Kachru, U.: Strategic management – Concepts and cases. New Delhi: Excel books, 2006.
9. Mintzberg, H., Quinn, J. B.: The Strategy Process: Concepts and Contexts. USA: Prentice Hall, 1992.
10. Mintzberg, H., Ahlstrand, B., Lampel, J.: Strategy safari – A guided tour through the wilds of strategic management. New York: The Free Press, 1998.
11. Niven, P.R.: Balanced Scorecard – Step by Step: Maximizing Performance and Maintaining Results. USA: John Wiley and Sons, 2006.
12. Ohmae, K.: The Mind of the Strategist – The Art of Japanese Business. USA: McGraw-Hill, Inc., 1982.
13. Ringland, G.: Scenario Planning – Managing for the Future. USA: John Wiley and Sons, 2006.
14. Rowe, Mason, Dickel, Mann, Mockler: Strategic Management, USA: Addison-Wesley Publishing Company, Inc., 1994.
15. Smil, V.: Global Catastrophes and Trends – The Next Fifty Years. USA: MIT Press, 2008.
16. Thompson, J.L.: Strategic Management, UK: Thomson Learning, 2001.
17. Thompson, J., Martin, F.: Strategic Management – Awareness and Change. London: South-Western Cengage Learning, 2005.
18. Watson, R.: Future Files – The 5 trends that will shape the next 50 years. London: Nicholas Brealey Publishing, 2008.

LEGAL REGULATION OF INTEGRATION (EJD04E)**Department of Law**

Faculty of Economics and Management

Lecturer:	Mgr. Sabina Falteisková
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The purpose of this subject is to introduce to the students the legal aspects of European integration and the legislative workings of European international and supranational organizations. This subject deals with the history of European integration and the current developments of integration and possible disintegration, with a focus on the legal side of the issue.

Lectures:

1. introduction
2. EU history and development.
3. Sources of EU law.
4. EU institutions.
5. Organizations in Europe (other than the EU)
6. EU policies.
7. European case-law
8. European intellectual property law
9. Current issues in the EU.
10. Possible future of the EU I –Turkey.
11. Possible future of the EU II – “Brexit”.
12. Review.

Seminars:

1. introduction
2. History
3. Legislation
4. Institutions
5. International organizations
6. Policies
7. Case-law
8. Intellectual property
9. Refugee and asylum law
10. Turkey and the EU
11. Brexit
12. Review

Study literature:

1. Ritter, L. and Braun, D. (2004). European competition law: a practitioner's guide. The Hague: Kluwer Law International.
2. Steiner, J., Woods, L. and Twigg-Flesner, C. (2006). EU Law. Oxford: Oxford University Press.
3. Szyszczak, E. and Cygan, A. (2005). Understanding EU law. London: Sweet and Maxwell Ltd.

COMMUNICATION EN FRANCAIS II (ELD10Z)

Department of Languages
Faculty of Economics and Management

Lecturer:	PhDr. Mgr. Milena Dvořáková, MBA
Teaching period:	Autumn semester
Type subject:	Master
ECTS credit:	2.0
Assessment:	credit
Marking scale:	
Contact hours:	24

Objective and general description:

This course focuses on communicative skills. Students deepen their knowledge of grammar structures and vocabulary in terms of social communication and various everyday situations at workplace and within diplomatic service in particular. They practise their communicative skills both in spoken and written form of French. Students also practise receptive skills in French.

The present course is focused on acquiring practical communication skills and experience in French, in particular with regard to everyday work situations. The course content emphasizes oral communication, presentation and negotiation skills.

Seminars:

1. Introductory class.
2. Are you interested in this post ? Selection procedure.
3. Job description. Passive voice.
4. Subjunctive Mood x indicative Mood.
5. Are you lucky enough ? Cover letter.
6. Speaking about work experience. Relative pronouns.
7. Have you managed to persuade them ? Ways to sell oneself.
8. Have you got a new job ? Negation.
9. Getting information and administrative procedures. Verb phrases.
10. Organization chart. Double object constructions.
11. Have you already settled in ? Pronouns "y" and "en".
12. Test.

Study literature:

1. SOIGNET, M. Objectif diplomatie 2. Le français des relations européennes et internationales. Paris : Hachette, 2011. 191p. ISBN 978-2-01-155557-1.
2. NIEDOBA, A. Test de français international. Canada : ETS Canada, 2010. 135p. ISBN 978-0-9865232-0-5.
3. BARFÉTY, M.; BEAUJOUIN, P. Expression orale. Niveau 2. Paris : CLE International, 2005. 124p. ISBN 978-2-09-035207-8.
4. MIQUEL, C.; LÉTÉ, A.-G. Vocabulaire progressif du français intermédiaire. Paris : CLE International, 2002. 190p. ISBN 209033872-5.
5. CAQUINEAU-GUNDUZ, M.-P.; DELATOUR, Y. Les exercices de grammaire B1. Paris : Hachette, 2005. 223p. ISBN 978-2-01-155433-8.

AGROBUSINESS ECONOMICS (EED09E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The main aim is in understanding and learning of basic economic terms and categories connected with farm activity in agricultural sector. This aim will be ensured by theoretical explanation of mentioned problems during lectures and by solving of particular examples and projects in seminars. The course benefit from using both individual and collaborative learning through the use of individual and group work, and seeks to stimulate each student's understanding of the farm economics.

Lectures:

1. Types of farm organisation and legal regulations.
2. Farm budgeting systems – financial statements.
3. Depreciation of fixed assets.
4. Cash and the money cycle.
5. Cost calculations.
6. Pricing decisions and breakeven analysis.
7. Labour planning.
8. Production at the farm – yield analysis, optimal feed conversion.
9. Capital investments – categories, evaluation methods .
10. Financing of farm – resources planning.
11. Monitoring profit and capital – solvency, profitability, performance ratios.
12. Subsidies and taxes at the farm.

Seminars:

1. Classification of assets and liabilities. Interpreting the balance sheet; calculating annual depreciation.
2. Preparing a profit and loss account. Valuing farm stocks.
3. Monitoring cash flow.
4. Cost analysis using farm products. Gross margin planning.
5. Estimating potential production. Choosing input and output combinations.
6. Capital and investment planning; case studies defence.

Study literature:

1. Nuthall P. L.: Farm Business Management. Analysis of Farming Systems. CABI; CPI Group, Croydon, 2011, 453 p. ISBN: 978-1-84593-839-0.
2. Barnard, C. S., Nix, J. S.: Farm Planning and Control. Cambridge University Press, 1994, 600 p. ISBN: 0-521-29604-8.
3. Kay, R. D., Edwards, W. M., Duffy, P.A.: Farm management. McGraw-Hill International Edition, 6th ed., 2008. 468 p. ISBN: 978-007-125953-8.
4. Smutka, L. et al.: World Agricultural Production, Consumption and Trade Development – Selected Problems. Powerprint, Prague, 2012. 212 p. ISBN: 978-80-87415-45-0.

PROGNOSTICS AND PLANNING (ERET3E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The objective of prognostics and planning is to learn skills of moderator of subjective prognostics methods. The personal output, this subject can bring to student, is a list of personal objectives, and growth targets, which are supported by people and organisations around. Objectives: 1. keeping deadline, prevent conflict, set objectives - acceptability of individual by group 2. value, process, implications - openness 3. roles playing, process based self and group evaluation, reality tackling by project from point of view of acceptability of proposal 4. project specifics, corresponding actions to incentives, capability to recognise enhancement.

Lectures:

1. Methodology of the business plan.
2. Cybernetic's approach to planning: Methods of prognostics and planning in relation to the environment, quality, and information.
3. Budgeting and financing to satisfy creditor, investor, owner, manager, suppliers and buyers.
4. Farm and food supply business sector specifics.
5. Strategic and marketing planning (Kotler).
6. Planning to keep the business system opened, especially in the case of supply management, multilevels.
7. Project cycle and documentation, quality assurance and management (ISO 9001).
8. Information system based planning.
9. Quality Tools, Time Management, and other actions planning.
10. Farm accountancy.
11. Regional development planning, human resource deterioration prevention by redistribution of resources principal application.
12. Planning in the network of electronic data interchange (logistic, franchising, just-in-time).

Seminars:

1. Topic selection. Rules. Management games, business plan software.
2. Literature overview: Objectives of group will be controlled in relation to individual's objectives in the project and in relation to opinions of different authors.
3. Preliminary action plan changing personal mission, role and objectives in time. Control will be done by individual consultations with other team members and teacher/instructor.
4. Individual makes plan how to gain support of the group for his / her objectives. Individual creates and makes the group growing with the new quality development and changes in responsibilities delegation.
5. Analysis managed by group: Each student select 6 from 30 SWOT items in the range of his/her responsibility. Selected items will be further analysed.
6. Test. The group select 5 from 20 offered priorities. Selected priorities will be further evaluated qualitatively, quantitatively and by PLC (product life cycle) analysis. What to develop, keep, close and how to conclude it.

Study literature:

1. Dianoux, C., Linhart, Z. (2010): The effectiveness of female nudity in advertising in three European countries. *International Marketing Review*, 2010, roč. 27, č. 5, s. 562 - 578. ISSN: 0265-1335
2. Dianoux, C., Linhart, Z. (2008): Some Issues about Print Ads in France and Czech Republic. *Business Strategies for Economies in Transition: Book of Readings on CEE Countries*. Cambridge Scholars Publishing. British Library Cataloguing in Publication Data.
3. Dianoux, C., Linhart, Z. (2008): Impact of Nudity in Advertisements: Comparison of the First Results. *Business Strategies for Economies in Transition: Book of Readings on CEE Countries*. Cambridge Scholars Publishing. British Library Cataloguing in Publica
4. Dianoux, C., Kettnerová, J., Linhart, Z. (2007): Advertising in Czech and French Magazines. *Journal of Euromarketing*. ISSN 1049-6483, Pp. 139-153
5. Dianoux, C., Kettnerová, J., Linhart, Z. (2007): Advertising in Czech and French Magaziens. *Contemporary EuroMarketing: Entry and Operational Decision Making*. International Business Press. Howorth Press, Inc. ISBN 978-0-7890-3540-0. Pp. 139-153

WORLD AGRICULTURAL COMMODITIES (EED10E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Luboš Smutka, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The main ambition of this subject is to provide to students the basic overview about global trade in agricultural and foodstuff products. During the lectures information related to global trade value, volume, territorial and commodity structure are provided. The special emphasis is also place on factors influencing global and regional trade in agricultural products. Students should be able to understand differences existing between agricultural trade and merchandise trade especially in relation to global trade liberalization process (liberalization vs. protectionism). Differences between developing countries and developed countries in relation to agricultural production and trade are also discussed.

Presumptions: General economics, International trade, Agricultural policy

Lectures:

1. Position of agriculture in global economy.
2. Factors influencing global trade in agricultural products.
3. Position of agricultural trade in global merchandise trade.
4. Territorial structure of global trade in agricultural products.
5. Commodity structure of global trade in agricultural products.
6. Liberalization process of agricultural trade GATT (Uruguay Round).
7. Liberalization process of agricultural trade WTO (Doha Round) .
8. Developed countries vs. Developing countries.
9. European Union and its agricultural trade.
10. Central European countries and their agricultural trade.

Seminars:

1. Introduction into global trade liberalization process and data sources related to global trade in agricultural products.
2. European Union - the role in global trade and its position in liberalization process.
3. United states of America - the role in global trade and its position in liberalization process.
4. Developing countries (G 20+, Cairns group, G 77 etc.) - the role in global trade and their position in liberalization process.
5. Global trade in agricultural commodities territorial and commodity structure. Test and evaluation.
6. Test and evaluation

Study literature:

1. Smutka, L., Mach, J., Selby, R. et al. World agricultural production, consumption and trade development – selected problems. Praha: powerprint. 2012. ISBN: 978-80-87415-45-0.
2. WTO. International trade statistics. Geneva 2011. ISBN 978-92-870-3789-3..
3. FAO. The State of Agricultural Commodity Markets 2009. Rome, 2010. ISBN: ISBN 978-92-5-106280-7.
4. FAO. State of Food and Agriculture 2010-11. Rome, 2011. ISBN: 9789251067680.
5. Aksoy, M. A., Beghin, C. J. Agricultural trade and developing countries. World Bank, 2005. ISBN 0-8213-5863-4.
6. Reed, M. R. International Trade in Agricultural Products. Prentice Hall, 2000. ISBN-10: 0130842095.
7. Krugman, P. R., Obstfeld, M. International economics – theory and policy. Pearson International edition, 2004. ISBN: 0-321-31154-X.

REGIONAL DEVELOPMENT (ERET4E)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Richard Selby, Ph.D.
Teaching period:	Spring semester
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

Management of regional development is an interdisciplinary scientific field that effectively utilizes and applies the results of economic and sociological analysis in the management of territorial development. Regional development is one of the hot topics in the European Union, at the national and regional development policies at regional level. The strategic objectives of regional development include both economic growth and sustainable social and environmental development. The area also includes examining planning and regional management and financing of regional development, regional and municipal policy.

Lectures:

1. Introduction to seminars
2. Regional Case Study 1
3. Presentation of Case Study 1
Regional Case Study 2
4. Regional Case Study 2
Regional Case Study 3
5. Presentation and defence of Regional Case Study 3 (for Module Credit/Zapocet)

Study literature:

1. Blažek, J., Uhlíř, D.: Teorie regionálního rozvoje. Praha: Karolinum, 2002, ISBN 80-246-0384-5
2. Boháčková, I., Hrabánková, M.: Strukturální politika Evropské unie. Praha: C. H. Beck, 2009, ISBN 978-80-7400-111-6
3. Cihelková, E. a kol.: Nový regionalismus. Praha: C. H. Beck, 2007, ISBN 978-80-7179-808-8
4. Cihelková, E. a kol.: Regionalismus a multilateralismus. Praha: C. H. Beck, 2010, ISBN 978-80-7400-196-3
5. Cini, M.: European Union Politics. New York: Oxford University Press, 2007, ISBN 978-0-19-928195-4
6. Čadil, J.: Regionální ekonomie. Praha: C. H. Beck, 2010, ISBN 978-80-7400-191-8
7. El-Agraa, A. M.: The European Union. Economics and Policies. New York: Cambridge University Press, 2007, ISBN 978-0-521-87443-4
8. Jeníček, V. a kol.: Vyvážený rozvoj na globální a regionální úrovni. Praha: C. H. Beck, 2010, ISBN 978-80-7400-195-6

9. Potůček, M. a kol.: Vize rozvoje České republiky do roku 2015, Praha: Gutenberg, 2001, ISBN 80-86349-02-0
10. Slaný, A. a spol.: Ekonomické prostředí a konkurenceschopnost. Brno: CVKS, 2009, 978-80-210-5056-3
11. Toth, D.: Lisabonská strategie a Evropa 2020. Praha: Powerprint, 2010, ISBN 978-80-87415-05-4
12. Toth, D.: Management sociálního rozvoje a regionální politika zaměstnanosti. Praha: Galileo, 2012, ISBN 978-80-87192-21-0
13. Víturka, M. a kolektiv: Kvalita podnikatelského prostředí, regionální konkurenceschopnost a strategie regionálního rozvoje České republiky. Praha: Grada, 2010, ISBN 978-80-247-3638-9
14. Wallace, H., Wallace W., Pollack, M. A.: Policy-Making in the European Union. New York: Oxford University press, 2005, ISBN 978-0-19-927612-7
15. Wokoun, R. a kol.: Regionální rozvoj a jeho management v České republice. Praha: Oeconomica, 2007, ISBN 978-80-245-1301-0
16. Wokoun, R., Malinovský, J. a kol.: Regionální rozvoj, východiska regionálního rozvoje, regionální politika, teorie, strategie a programování. Praha: Linde Praha, 2008, ISBN 978-80-7201-699-0

Additional Courses

Syllabi



Additional Courses Programme Syllabi

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NATURAL RESOURCE AND ENERGY ECONOMICS (EEEF8E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Oldřich Výlupek, MSc, Ph.D.
Teaching period:	Spring semester
Type subject:	Bachelor / Master
ECTS credit:	5.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	36

Annotation of the module

To develop an understanding of the natural resource and energy economics issues. To develop an understanding of management of natural resources at organisational level. The module introduces understanding of economic issues in the area of natural resources. The course covers lectures, reading material, and assessment of case studies. Latest development as well as business opportunities in the area of natural resources is comprised in the course. Students will be acknowledged with issue of Environmental Impact Assessment.

Learning outcomes

Knowledge

On successful completion of this module, students should be able to understand the basic principles of natural resource economics at a theoretical level as well as implementation within organisations. The module covers topics of Efficiency and Cost-Benefit Analysis, Globalization, Environmental Ethics and Population Growth and Poverty.

Skills

Students will acquire the skills to enable them to understand the compelling natural resource and environmental economic issues such as sustainable development, market failure, waste and recycling, environmental ethics, environmental degradation, biological diversity, population and economic growth and get an overview about conventional and alternative energy sources. Students should be able to use primary tools of economic analysis and expected value calculations, to understand marginal analysis, supply and demand, and consumer choice.

Competence

The module provides the student with the competencies necessary to understand value natural resources with appropriate methods, to understand environmental policy cycle, moreover to apprehend the regulation, economic and voluntary policy instruments to minimize environmental risks.

Competence - communication

The students will gain skills to communicate within the team between themselves and between the team and the lecturer. This is the way how the students prepare and defend their projects.

Competence - opinion

This competence is an outcome of team cooperation of graduates. In teams the students are confronted with different views on solving problems which stimulates their own opinion forming.

Competence - education

Graduating from the course contributes to students self-education through understanding the conditions under which education occurs. They are also capable to use self study as a tool to increase their knowledge.

Lectures:

1. Broad overview on Natural Resource Economics. Why study natural resource economics? The origin of natural resource economics
2. Theoretical frameworks, Efficiency and Choice – utility and social welfare
3. The Allocation of Depletable and Renewable Resources
4. Natural resource and environmental economics principles and process
5. Natural resource scarcity and Economics of recycled materials
6. Ecosystem Functions & Services and Land Management Introduction
7. Biodiversity and Valuation Techniques
8. Water resource economics, Agricultural and Forestry resources
9. Paying for ecosystem services
10. Natural resources, Long-Run Growth
11. Basic demand-related concepts and ideas used in energy economics
12. Energy markets, with specific emphasis on oil, gas and coal

Seminars:

1. Monitoring the use of Natural Resources, Introduction to Environmental Impact Assessment, Screening and Scoping, Introduction to Semestral Assignment
2. Primary tools of economic analysis
3. Environmental Impact Identification and prediction, examples of used techniques
4. Environmental Impact Mitigation and Monitoring – techniques used to reduce the predicted impact
5. Guidelines for individual report and group presentation
6. Presentations of final projects

Study literature:

1. Perman, R., Ma, Y., Mcgilvray, J., Common, M. Natural Resource and Environmental Economics, 3rd edition, Prentice Hall, 2003
2. Tietenberg, T., Lewis, L. Environmental and Natural Resource Economics, 8th edition, Pearson Education, USA, 2009
3. de Groot, R., S., Wilson, M., A., Boumans, R., M., J. A typology for the classification, description and valuation of ecosystem functions, goods and services, Ecological Economics, vol. 41, 2002, pp. 393–408
4. Anderson, D., A. Environmental Economics and Natural resource management, 3rd Edition, Routledge, USA, 2010

DEVELOPMENT ECONOMICS (EEER5E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. Ing. Luboš Smutka, Ph.D.
Teaching period:	Autumn semester
Type subject:	Bachelor / Master
ECTS credit:	3.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	42

Objective and general description:

With the increasing role of globalization and a rising importance of the newly industrialized developing countries in the world economic scene, the development economics deserves its attention as an important branch of economic disciplines.

Whereas the classical theories of economic growth focus on the allocation of scarce resources among their alternative uses, the discipline of the development economics has a wider scope, since it takes into account not only economic, but also social, political and institutional changes that are necessary to achieve growth of living standard, especially in case of the developing countries.

Lectures:

1. Introduction to the concept of development.
2. Theories of economic growth and development
3. Poverty, malnutrition and income inequality.
4. Population growth and economic development.
5. Health, education and human capital.
6. Capital Formation, Communication and Information Technology.
7. Foreign Trade and Development.
8. Agrarian Reform.
9. Sustainable development and environment.
10. Macroeconomic stability in developing countries.

Seminars:

1. Indicators measuring economic growth and development, classification of countries according the level of development.
2. Models of economic growth from the empirical point of view.
3. Demographic transition and population growth in developing countries.
4. Impact of HIV/AIDS on the economic growth.
5. Role of foreign trade in the economic growth – a panel discussion.

Study literature:

1. NAFZIGER, W. E. Economic Development, New York: Cambridge University Press, 2006. 846 s. ISBN 0-521-82966-6.
2. STIGLITZ, J.E., OCAMPO, J.A., SPIEGEL S., FFRENCH -DAVIS, R., NAYYAR, R. Stability with Growth, Macroeconomics, Liberalization and Development. New York: Oxford University Press, 2006. 339 s. ISBN 0-19-928813-5.
3. SACHS, D.J. Common Wealth, Economics for a crowded planet. The Penguin Press, New York, 2008. 386 p. ISBN 978-1-59420-127-1.
4. RAY, D. Development Economics. Princeton University Press, New Jersey, 1998. 848 p. ISBN 978-01-691-01706-8.
5. KRUGMAN P., OBSTFELD, M. International Economics Theory & Policy. New York: Daryl Fox, 2006. 680 s. ISBN 0-321-31154-X.
6. WORLD BANK Global Economic Prospects, Trade, Regionalism, and Development. World Bank: Washington DC, 2005.
7. SANTOS-PAULINO, A.: Trade Liberalisation and Economic Performance in the Dominican Republic, Velká Británie: Working Paper of Institute of Development Studies, Brighton, Sussex, 2003

COMMODITY AND FOREIGN EXCHANGE ECONOMICS

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Petr Procházka, MSc, Ph.D.
Teaching period:	Autumn semester
Type subject:	Bachelor / Master
ECTS credit:	3.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	42

Objective and general description:

This course provides a general introduction for the study of foreign exchange and commodity markets from both theoretical and practical standpoint. Study of foreign exchange economics enables the students to understand the basic principles behind foreign exchange and conduct elementary analysis using both fundamental and technical analysis. During this course, students learn how to operate software using various trading platforms with online data.

Lectures:

1. Basics of foreign exchange and commodity economics
2. Economic theory of foreign exchange and commodities
3. Organization of foreign exchange and commodity market
4. Technicalities of foreign exchange and commodity markets
5. Money management techniques
6. Risk management
7. Main currency pairs
8. Rare currency pairs
9. Fundamentals of technical analysis
10. Tools of technical analysis
11. Tools of technical analysis continued
12. Basics of fundamental analysis
13. Tools of fundamental analysis
14. Tools of fundamental analysis continued

Seminars:

1. Basic principles and terminology in foreign exchange and commodity economics
2. Foreign exchange and commodity market transactions
3. Trading platforms introduction
4. Trading software functions and requirements
5. Trading main currency pairs strategies
6. Application of technical analysis
7. Application of fundamental analysis

Study literature:

1. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
2. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

