



# **International Programme**

## **List of courses taught in English**

## **Business Administration**

*Academic year 2020 – 2021*

*Fall semester*

## Business Administration

Course code	Course title	Number of ECTS credits
S_STM_a	Strategic Management	6
S_FIP_1	Corporate Finance I.	6
S_CTR	Controlling	6
S_BSE	Business Ethics	6
S_OBC_a	Business Activities	6
S_PRI_1	Business Management I	6
S_ENG_2	English Language II	6
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S_CED_1	Czech Language for Foreigners	6
S_SBR	South Bohemian Region	6

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# Course descriptions

## Business Administration

### **Strategic Management (Code: S\_STM\_a) | Number of credits: 6**

#### *Course objectives*

The aim of the course is to acquaint students with the basics of strategic management, with components of strategic management of companies, with the process of formulating, choosing and implementing the strategy and with selected methods for assessing the internal and external environment of the company. The graduate of the course has basic knowledge of strategic management of the business sphere, influenced by scientific and technical and socio-economic progress and turbulent development of the environment in the 21st century. He/ she is able independently to perform the company's characteristics, including the evaluation of the effectiveness of the economic activity which results in using internal and external strategic methods.

#### *Topics*

1. Enterprise as a system, internal and external business environment, a change in the nature of the work of the managers, manager as a strategist
2. The development of strategic management, stages of development and basic concepts: strategy, strategic management, strategic thinking and decision making
3. The process of strategic management, strategy hierarchy (corporate strategy, business strategy, functional strategies)
4. Models of strategic management, strategic situational analysis - external analysis, internal analysis
5. Classification strategies



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6. Paradigm, the paradigm of strategic management
  7. Formulation, strategy selection and implementation
  8. Projections of modern organizational structures
  9. Competitive advantage, value chain analysis, strategic planning and control
  10. Selected management methods: Balanced Scorecard, EFQM
  11. Innovation, innovation processes, methods Six sigma
  12. Managerial philosophy of Kaizen
  13. Selected managerial methods and tools

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**Corporate Finance I (Code: S\_FIP\_1) | Number of credits: 6**

*Course objectives*

Students learn to work with input data from controlling and other supporting activities. They understand meaning of data and manage to change them into inputs for decision making. Graduates of the course understand financial expression of internal relations of a company and relations of company to its environment. They understand companies' property, capital and personnel structure.

*Topics*

1. Role of financial manager in a company. Relations between controlling and corporate finances.

Work with data

2. Time value of money, relation of risk and revenues

3. Inventory management

4. Cash management, cash flow management

5. Receivables management

6. Long-term assets and investment decision making – static methods

7. Long-term assets and investment decision making – dynamic methods

8. Financial impact of getting new employees. Financial impact of education and development current employees

9. Cost models

10. Financing using equity

11. Financing using debt

12. Strategic financial decision making and optimization of capital structure of a company

13. Financial and capital markets

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**Controlling (Code: S\_CTR) | Number of credits: 6**

*Course objectives*

After successful completion of the course, students will be able to define the concept of controlling and to determine its role in the management of a company. They will be able to prepare data for management decisions with regards to all the basic processes that occur in an enterprise.

— This primarily involves the processes of marketing and sales, manufacturing, finance, personnel and innovative research. In terms of factors of production, they will be able to define a range of factors of production, their transformation and the added value which arises from the transportation.

*Topics*

- 1. The definition of basic concepts – control and controlling, the basic sources of data Process management view of the enterprise
- 2. Strategic and operational controlling
- 3. Operational marketing controlling and his tools
- 4. Business controlling and his tools 5. Production controlling – controlling of quality TQM/EFQM
- 6. Strategic financial controlling – the value of the company – a view of the shareholder (profit, enterprise value, FCFE, ...)
- 7. Financial controlling – statements the financial statements, benchmarking
- 8. Financial controlling – costing (the consumption of factors of production – materials, fixed assets)
- 9. Financial controlling – costing of modern methods (Activity-Based Costing)
- 10. Personnel controlling, 11. Controlling in the management of innovation and research
- 12. Deviations and their management – the crisis of the enterprise

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**Business Ethics (Code: S\_BSE) | Number of credits: 6**

*Course objectives*

The aim of the subject is to make students familiar with assessment of ethical dilemmas in business and society. Students will be provided a wide variety of methodological and disciplinary perspectives concerning the ethical issues arising from business (resources, production management, marketing, consumption, sustainability etc.). After successful completion, students will be able to identify and summarize important ideas of moral philosophers throughout the history.

- to identify and to describe current ethical dilemmas in business
- to provide evidence supporting a moral response
- to construct argument based on revealed personal moral principles and academic research
- to discuss moral dilemma and introduce more moral responses
- to update ethical codex in organizations

*Topics*

1. Demands for obtaining the credit, basic principles of student's independent work, Introduction to the discipline
2. Ethical Theory and Business Practice
3. Ethical culture, norms and values of the company
4. Western philosophical theories about ethics (Aristotle, virtues, Theory of Justice)
5. Government and Market mechanism (Invisible hand, Money, Crises)
6. Labor market (hiring, compensation, discrimination)
7. Corporations and Society (customer complaints, advertising ethics, ENRON, Kickbacks, Bribes, Rent-seeking)
8. Corporations and the Environment
9. International, religious and other factors
- 10., 11., 12. Presentation of essays, discussion and critical evaluation
13. Final test



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**Business Activities I (Code: S\_OBC\_a) | Number of credits: 6***Course objectives*

The aim of the subject is to provide basic knowledge of business studies, its importance, about activities and development tendencies and to create theoretical basis for the study of the following applied subjects. Students get familiar with basic theoretical principles from the field of business activities, cooperation tendencies and they will understand the importance of sustainable development in business studies. After passing the subject successfully students will be able to analyse development and globalisation tendencies in business, their influence on consumers and enterprises including deduction of their own opinions.

*Topics*

1. Basic terms, importance of trade
2. Product vs service business
3. Retailing, trends in retailing
4. Business research
5. Customer analysis
6. Business plan
7. Business environment
8. Retail store layout
9. Marketing communication strategy
10. Overcoming a business crisis
11. Case studies of successful businesses
12. Presentations of business plans 13. Presentations of business plans



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**Business Management I (Code: S\_PRI\_1) | Number of credits: 6**

*Course objectives*

The aim of the subject is to acquaint students with the basis of company management. Students get knowledge of the character and charge of managerial functions, position and profile of a manager, styles of managerial work, company and organisation structures and principles of their projection. Students will also be familiarized with the principles of human resources management. Students will understand the importance of communication and control company systems, ways of decision-making at particular managerial levels. A successful graduate: - is able to define the character and content of the managerial functions, position and profile of a manager, managerial work styles, business organisation structures and principles of their projection and principles of human resources management - is able to explain the importance of company management and of particular managerial functions, managerial styles of management, company systems and principles of human resources management - is able to define basic forms of motivation and stimulation of employees - applies gained knowledge to a practical example (suggestion of organisation and managerial structures, definition of the managerial style, suggestion of a motivation and stimulation system, determination of the position of a company on the market and its position on the market environment).

*Topics*

1. Definition of the term management
2. Position, profile and character of a manager
3. Formation of a manager
4. Company - business operations, functionality of company
5. Company environment, interior and exterior environment
6. Planning as a managerial function
7. Entrepreneurial position of a company and company portfolio
8. Elements and relations of an organisation structure
9. Personnel activity in a company



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10. Personnel leadership, motivation and stimulation of workers
  11. Decision-making and decision-making processes
  12. Communication in the management process
  13. Company control

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### **English Language II (Code: S\_ENG\_2) | Number of credits: 6**

#### *Course objectives*

The course objective is to deepen students' language knowledge to the B1 level of the Common European Framework of Reference for Languages. After successful completion of the course, students are able to: understand the main message of clear, standard input information concerning common topics (school, work, free time, etc.), to maintain most communication situations that can happen while travelling in English-speaking countries, write a short, simple coherent text on a familiar topic or topics of his/her interest, describe his/her experience, dreams and targets, express his/her opinions, talk about plans. The student's oral (or written) communication can contain some stylistical, lexical or grammar inaccuracies, which do not hinder the understanding. The aim is a further and gradual development of communication skills. The student is trained to gradually achieve the level of B1 in accordance with the CEFR. The emphasis is put on the dialogical skills development and reading comprehension.

#### *Topics*

1. Parties
2. The infinitive, word stress
3. Gerund
4. Hobbies, free time
5. In a department store



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6. modal verbs (have to, don't have to, must, mustn't), formal letter
  7. Conditionals - first conditional
  8. Confusing verbs, vowels
  9. Conditionals - second conditional
  10. Animals, stress and rhythm
  11. Decisions,
  12. Modal verbs of probability and possibility
  13. Modal verbs of recommendation - should, shouldn't
  14. Fears and phobias
  15. Present perfect + for, since
  16. Used to
  17. Present perfect x past simple
  18. Passive
  19. Inventions
  20. Describing a building
  21. Some/any/no + compounds, etc.
  22. Phrasal verbs, so/neither + auxiliaries,
  23. health and healthy lifestyle, quantifiers
  24. Past perfect
  25. Reported Speech • Word order in sentences
  26. Revision of tenses (Unit 5 - 9)



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**English Language III (Code: S\_ENG\_3) | Number of credits: 6***Course Objectives*

The course objective is to deepen B1 language skills and gradually achieve B1+ according to the Common European Framework of Reference for Languages, enlarge vocabulary and improve listening, reading, speaking and writing skills. After successful completion of the course, the students are able to understand lectures, debates and participate in discussions on general topics/topics of their interest. Students understand TV and radio news, programmes and newspaper/online articles on topical issues. They are fluent and able to express their opinion on a wide range of topics.

*Topics*

1. Food, meals, restaurants
2. Present simple and continuous
3. Action and non-action verbs
4. Sports and cheating
5. Past tenses
6. Family and personality
7. Future tenses
8. Money
9. Present perfect vs past simple
10. Life changes
11. Present perfect continuous
12. Strong and base adjectives
13. Comparatives and superlatives, transport, means of transport



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14. Modern manners
  15. Modal verbs for expressing recommendation and obligation
  16. Mobile phones, communication technologies
  17. Describing people
  18. Modal verbs for expressing possibility
  18. Success and failure, be able to x can, could
  19. Adjectives ended in -ed/-ing
  20. Education
  21. First conditional
  22. Time clauses
  23. Houses and living
  24. Used to, usually
  25. Friendship, human relations
  26. Revision.

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**Czech Language for Foreigners (Code: S\_CED\_1) | Number of credits: 6**

*Course objectives*

The course is prepared for foreign students. The aim of the course is reaching of A1 level of their Czech language according to the descriptor of the Common European Framework of Reference for Languages. After the completion of the course, the students will gain the following language skills:

- the students understand basic phrases which are needed for everyday communication and can use these expressions and phrases
- can introduce themselves and other people and ask simple questions concerning well known: places, people and things and react to similar questions
- they can read simple texts (notices, signs, etc.)
- they can write a simple text in Czech language (holiday postcard, fill in a simple form, etc.)
- they are introduced with culture and everyday life in the Czech Republic
- they are able to perceive the intercultural differences between their native country and the Czech Republic

*Topics*

1. Who is who? Verbs: to be, to have.
2. How are you?
3. People, things, relations – nouns
4. How much is it? Money.
5. Where am I?
6. The Czech Republic, Budweis.
7. At school, at the school canteen -prepositions, conjunctions.



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8. Time, days, months.
  9. My family.
  10. Signs.
  11. Food and drink.
  12. Travel.
  13. Services, shopping.

### **South Bohemian Region (Code: S\_SBR) | Number of credits: 6**

#### *Course objectives*

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

#### *Topics*

1. Cultural history of the South Bohemian region and its impact on present.
2. Natural assets, geography of South Bohemia region and its impact.
3. Economical development of the South Bohemian region.
4. Infrastructure of the South Bohemian region and its functioning.
5. Tourism in the South Bohemian region.
6. Destinations and products of tourism of the South Bohemian region.
7. Cultural and natural heritage of the South Bohemian region.
8. Current problems influencing South Bohemian region.



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9. The role of South Bohemian region within European Bioeconomy.

10. SMART South Bohemian region?

11. Comparison of South Bohemian region to other EU regions.

12. Student presentations on selected topics

13. Student presentations on selected topics