



INSTITUTE OF TECHNOLOGY AND BUSINESS

IN ČESKÉ BUDĚJOVICE (VŠTE)

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# International Programme

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

## Business Administration

Summer semester 2022



## *Business Administration*

<b>Course code</b>	<b>Course title</b>	<b>Number of ECTS credits</b>
S_OBC_a	Business Activities	6
S_BSE	Business Ethics	6
S_PRI_1	Business Management I	6
S_CTR	Controlling	6
S_FIP_1	Corporate Finance I	6
S_CED_1	Czech Language for Foreigners	6
S_ENG_3	English Language III	6
S_ENG_4	English Language IV	6
S_INO	Innovation Management	6
SA_PEM	Personnel Management	6
SA_PIM	Purchasing and Inventory Management	6
S_SBR	South Bohemian Region	6
SA_STE	Statistics for Economists	6
S_STM_a	Strategic Management	6
SA_TTM	Technical Thesis Methodology	6



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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 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



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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



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

### 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)



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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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**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





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



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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
14. Modern manners



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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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**English Language IV (Code: S ENG 4) | Number of credits: 6**

*Course objectives*

The course objective is to deepen student's language knowledge to the level B2- of the Common European Framework of Reference for Languages. After the successful completion of the course, students are able to: understand extended speech and follow even complex arguments, understand articles dealing with contemporary problems, present a detailed descriptions on a wide range of subjects and interact with a degree of fluency and spontaneity, write clear, detailed texts on a wide range of subjects.

*Topics*

1. Work-life balance
2. Gender difference
3. The world of work
4. Meetings
5. Formal letters
6. Shopping and making a complaint
7. Films
8. Famous people
9. News
10. Superstitions
11. Murder mysteries
12. Television
13. How to write an article



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**Innovation Management (Code: S INO) | Number of credits: 6**

*Course objectives*

The student will learn how to use management tools in the preparation and implementation of various types of innovations, which are the main source for increasing the efficiency and competitiveness of the company. The graduate of the course will understand the issues of innovative business strategies and the importance of intellectual property protection, the issue of introduction and commercialization of knowledge of research and innovation activities.

Upon successful completion of the course, students are able to:

- understand the importance of scientific, research and development activities in a company,
- understand the role of a company's knowledge capital, - create criteria for the assessment of innovation projects, - flexibly manage scientific research and development activities; understand the essence of strategic innovation decision-making, - understand the basic tools for securing and protecting intellectual property.

Topics

1. Innovations and innovations management process.
2. Evaluation criteria of innovation strategies.
3. Strategic and operational innovation management.
4. Evaluation of innovation strategy feasibility.
5. Economic effects of innovations.
6. Investment programme of companies and innovations financing.
7. Innovations in services.
8. Science, research and development.
9. Transfer of technologies.
10. Human factor in innovation process.
11. Risk and insecurity in deciding on innovation plans and legal protection of innovations.
12. Innovation projects in European and international context.
13. Innovation projects evaluation.



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**Personnel Management (Code: SA PEM) | Number of credits: 6**

*Course Objectives*

The aim of the course is familiarization with the theory and practice of personnel management in organizations, with the objectives and tasks of human resource management. Its main tools and directions of its development. The main content topics of the course include the role of human resource management in the overall management of the organization, managerial skills needed for human resource management, the main roles of HR and line managers associated with hiring and adapting employees. Managing and evaluating their performance, motivation and employee compensation, their education and development. Other topics include personnel planning in the organization, the relationship and cooperation of line and personnel management, and the creation and change of personnel organization (systematization) of the company.

*Topics*

1. Basic objectives; content and tasks of human resources management in the organization.
2. Labour markets, labor demand, and labor supply, market wages. Personnel planning, types of personnel plans.
3. Definition and content of jobs, personnel systematization of the company. Personnel rationalization and dismissal of employees. Employee turnover.
4. Recruitment and selection of workers and its methods. Adaptation of employees and its methods.
5. Management and evaluation of work performance. Work motivation and its types.
6. Labor-legal framework of employment and human resources management, collective relations, competencies in the field of people, and human resources management.
7. Remuneration of employees, creation of fixed wages, and wage scales. Methods and tools of performance remuneration. Employees' benefits.
8. Training and development of employees, its methods; organization, and evaluation. Education and development of managers.



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9. Communication in the organization and in the workplace, solving communication problems. Work teams. Prevention and resolution of conflicts in the organization. Job satisfaction. Prevention of personnel risks.
  10. Organizational culture, its creation, tools of creation, and change. The importance and tools of leadership in the organization.
  11. Ethical management of the organization and human resources.
  12. Creating personnel organization. Main types and characteristics of personnel organization.
  13. Personnel cost control and personnel controlling.



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**Purchasing and Inventory Management (Code: SA PIM)| Number of credits: 6**

*Course objectives*

The content of the course is to acquaint students with the concept and functions of corporate purchasing and supply. To teach them to manage stocks in conditions of certainty and uncertainty, ie. be able to apply supply models, know the methods and techniques of modern inventory management. Upon successful completion of this course, students will: 1. understand the concepts related to purchasing and supplying the company, 2. understand the functions and organization of corporate purchasing, 3. manage the purchasing process in the company, 4. determine the selection and evaluation of suitable suppliers, 5. understand inventory planning and means determination of material assortment and material consumption, 6. characterizes individual types of stocks in the company, 7. determines optimal costs for stocks and insurance stock, 8. understands the process of stock management in the company and the supply system, 9. manages supply in the company through inventory management models and predicts trends in inventory management.

*Topics*

1. Definition of the concept of purchasing and supply.
2. Functions and organization of the corporate purchasing process.
3. Purchasing marketing model, selection and evaluation of suppliers.
4. Planning and types of stocks - determination of material assortment and material consumption.
5. Inventory management process and inventory costs in the company.
6. Just in Time and Kanban method.
7. Purchasing integration through the company's value chain.
8. Supply Chain Management (SCM).
9. Models of inventory theory.
10. Dynamic deterministic models - single-product and multi-product models.
11. Dynamic stochastic models.
12. Insurance stock and its determination.
13. Supply Systems and Vendor Managed Inventory.





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**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.
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



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**Statistics for Economists (Code: SA STE) | Number of credits: 6**

*Course objectives*

The aim of the course is to acquaint students with basic and practical econometric methods of qualitative and quantitative analysis characters and with time series analysis elements.

After completing the course, the student can: 1. use basic procedures in the field of statistical induction 2. can characterize and apply methods of analysis of qualitative features 3. can characterize and apply methods of analysis and quantitative characters 4. can characterize the elements of time series analysis 5. can collect, sort, process and present econometric data

*Topics*

1. Statistics, economics, econometrics, economic statistics: basic concepts, stages of statistical research, distribution table frequencies, statistical graphs. 2. Basic statistical characteristics: interpretation of the arithmetic mean and median, variance and standard deviations, variational coefficient, percentiles, characteristics for aggregated data, 8 simple and complex indexes for tracking national economy, industry and companies. 3. Gaussian curve - its explanation and application: random variable a its probability distribution, mean and random variance quantities.

4. Null hypotheses - explanation and application: most often used test criteria, test significance level, critical test value. 5. Two-sample tests: test of differences between two groups or pairs. 6. PivotTable tests: testing the independence between monitored characters in the PivotTable. 7. Simple linear regression: regression line, rules for so-called BLUE estimate, correlation coefficient.

8. Interpretation of coefficients in regression model: logarithmic transformations, tests in regression analysis. 9. Multidimensional regression: rules for so-called BLUE estimation, regression coefficients and their interpretation, coefficient of determination, tests on the significance of the model. 10. Time series: characteristics of time series, rules for BLUE estimate. 11. Time series: simple BLUE regression models. 12. Panel data: characteristics of panel data estimation, fixed effects and a random time series effect. 13. New trends and methods in econometrics: business economics, finance, micro-economics and macro-economics.



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**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
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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**Technical Thesis Methodology (Code: SA TTM) | Number of credits: 6**

*Course objectives*

The aim of the subject is to acquire knowledge and experience in the field of preparation, elaboration, presentation and defence of students' work. Graduate of the subject: - is able to define the aim and hypothesis of work and elaborate methodology to its completion - is able to obtain information from information sources in accordance with quotation normative and to analyse it in accordance with stated aims of the work - is able to do synthesis of acquired knowledge and formulate conclusions including suggestion and recommendation - applies his/her knowledge of formal layout in the seminar work.

*Topics*

1. Introductory information about the subject.
2. Selection of the technical text topic.
3. Formal technical text editing.
4. Working with information systems.
5. Working with resources and the literature search.
6. Copyright and plagiarism.
7. Bibliographic quotations.
8. Statement and verification of hypotheses.
9. Working methodology.
10. Methods of the data acquisition and of the data evaluation.
11. Groundwork and principles of the exploratory and creative study.
12. The specifics of the individual sorts of technical projects.
13. Formal presentation rules.