 

**List of courses 2019/2020**

**Autumn semester**

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| --- | --- |
| **Name of the subject** | **ECTS** |
| Tourism | 6 |
| Financial Management of the Enterprise | 6 |
| Strategic Management of Organizations | 6 |
| World Economy | 6 |
| Cyber Security | 6 |
| Professional English | 2 |
| Czech for foreigners | 2 |

**Spring semester**

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| --- | --- |
| **Name of the subject** | **ECTS** |
| European Union | 6 |
| Global Security Threats | 6 |
| Modern Marketing Approaches | 6 |
| Intercultural Management | 6 |
| Private International and Commercial Law | 6 |
| Professional English | 2 |
| Czech for foreigners | 2 |

**Maximum ECTS per semester: 30**

*Please note that courses offered by Ambis College are subject to change.*

**CYBER SECURITY**

The aim of the subject is to acquire and further develop the knowledge of the ways of committing crimes related to the use of information and communication technologies and to be able to subdue these acts under the individual articles of criminal code. The course focuses on the characteristics of the process of law enforcement bodies, on the specifics of detecting and investigating cybercrime and on the international legal aspects of the cybercrime phenomenon. The course is designed with a focus on security and also allows the graduate to take adequate measures in the case of cyber attack within the organization.

**Structure of the subject**:

1. Introduction to the cybercrime
2. Legal norms regulating cyberspace
3. Legal basis of ISP (Internet Service Provider) activities
4. Personal data protection
5. Privacy and security in IT, data protection on Internet
6. Cyber attacks I.: protection of intellectual property, malware, Botnet
7. Cyber attacks II.: Social Engineering, hacking, Phishing, Pharming, Spam, Hoax
8. Cyber attacks III.: Ransomware, DoS, DDoS
9. Cyber attacks IV.: Protection and abuse of children on the Internet
10. Social networks
11. The activities of law enforcement forces in cyberspace
12. The Cyber Security act, CERT/CSIRT

**TOURISM**

Tourism deals with definition of basic terms and relations in the tourism system, characteristics of the tourism industry in international, national and regional context, and gives basic information about organization, policy and support of the industry. The aim of this course is to point out the possibilities of business development in this particular area and to clarify the importance of tourism for the development of national and regional economy.

**Structure of the subject**:

1. Tourism Background
2. Tourism Infrastructure
3. Offer in Tourism
4. Demand in Tourism
5. Factors of Tourism Development
6. International Tourism
7. Regionalization of Tourism
8. Tourism in the Region's Economy

**STRATEGIC MANAGEMENT OF ORGANIZATIONS**

**Subject goals:**

Understanding the basis of strategic thinking and strategic decision. Special attention is devoted to methodological tools in relation to the systematic strategic analysis and modern approaches of strategic management and planning. The basic educational forms are lectures and seminars which suppose an active participation of students within all phases of an educational process. The integral part of education is solving of case studies, preparation of project studies and usage of brainstorming and conducted discussions.

**Educational outputs:**

Describe and explain process of strategic management. Ability to identify sources of competitive advantage of chosen firm. Identify, choose and combine tools of strategic analysis and synthesis. Ability to analyse organizational external and internal environment within global and local context. Ability to develop, compare and evaluate strategic alternatives. Ability to develop strategic plan on the basis of Balanced Scorecard. To discuss creation of unique customer value. Ability to interpret from pragmatic point of view implementation plan. Describe, explain and adapt chosen approaches theory of innovations. Explain and give reasons for shifts of entrepreneurial paradigm. Competence: Ability to implement the above knowledge within practical situations. Ability to find, process and analyse information from various resources. Ability to develop new thoughts and ideas. Social responsibility competence.

**Structure of the subject:**

1. System and strategic thinking
2. Competitive advantage and creation of the unique customer value
3. Strategic management process of organizations and explanation of the basic terms
4. Strategic analysis and chosen analytical tools
5. Strategic decision: cognitive maps, strategic maps and decision analysis
6. Implementation process of strategic plan and chosen analytical tools
7. Managing organizational change and development
8. Role of organizational culture and its shaping by management and owners
9. Managerial system on basis of Balanced Scorecard
10. Management of innovations, logic of value innovation, European innovation area and chosen models of global innovations
11. CEO lecture: Actual entrepreneurial topics; International management
12. Shifts of entrepreneurial paradigm in relation to global financial and debt crisis and to global risks etc.

**FINANCIAL MANAGEMENT OF THE ENTERPRISE**

Subjects within each learning parts are designed to be sequential from operational to strategic, encouraging the progressive development of knowledge, techniques and skills.

Building on important concepts in strategic management, this paper develops tools and techniques for identifying key types of competitive environments.

**Structure of the subject:**

1. An overview of financial management: Introduction to Financial Management; The Dynamic Financial Environment of a Business Entity
2. Valuation and the cost of capital: Time Value of Money; Net Present Value, Internal Rate of Return
3. Capital investment decisions: Break-even Analysis, Cost and Price Determination and Calculations; Capital Budgeting Techniques
4. Capital structure: Financial Statements Analysis, financial ratio analysis; Financial Leverage
5. Tools for financial analysis and planning: Financial Analysis; Financial Planning of an Enterprise
6. Working capital management: Working Capital Policy; Inventory management

**WORLD ECONOMY**

The class aims at current stage and basic trends within the development of the world economy with a special emphasis on the position of the European Union. It makes students familiar with principal actors if the global economic system (i.e. states, international organizations, transnational corporations, regional integration agreements, and sovereign wealth funds) as well as with their mutual interconnections. Based upon understanding the European integration process, the class enables students to understand the potential and limits of the Czech Republic's more effective integration into the global economy.

**Learning outcomes and competences:**

Upon successful completion of this course, students will be able to: understand basic trends of the world economy and be able to evaluate its perspective developments based upon knowledge of it developments so far. Understand changes in strength and position of key regional economies/markets in the global economy. Identify and understand development and significant risks of the current global economic development. Critically analyse and describe the current state, macroeconomic and social challenges of key regional markets and consequent opportunities and risk for exporters and investors entering these markets. Understand the global as well as the regional features of the world economy and the role of its perspective centres. Be able to critically evaluate role and interests of specific actors of the world economy as well as their influence on the Czech economy. Formulate and defence their opinions and present outcomes of their efforts based upon relevant information sources from the world economy field.

**Structure of the subject:**

1. Word economy as a science and real social and economic system
2. Role of the state, transnational corporations and international organizations in the world economy.
3. Development of the world economy after the Second World War till the beginning of the third millennium. Transformation of the Czech Economy
4. Mobility of goods, services and production factors in the world economy - consequences for national economies and global system
5. World economy after the global crisis -- current development and trends.
6. Selected global risks and challenges of the current development. State capitalism.
7. State capitalism -- theory and practice
8. Regions of the world economy - current development, selected problems and risks
9. Regions of the world economy - current development, selected problems and risks
10. Regions of the world economy - current development, selected problems and risks
11. Regions of the world economy - current development, selected problems and risks

# **INTERCULTURAL MANAGEMENT**

## **Description:**

This course acquaints students with means of navigating an intercultural environment. Students will learn the theoretical models, practical methods and competencies needed to to successfully handle intercultural challenges in their managerial practice.

Specifically, this course teaches students how culture influences thinking and behavior with a focus on understanding what is demanded of managers and employees in an international environment. Students will become familiar with key cultural differences, master the basic rules of intercultural communication, and learn how to work effectively in international teams. **Learning outcomes:**

Master the basic concepts of intercultural management.Become familiar with cultural models and intercultural theories. Understand the stages of culture shock.Become oriented in the basic principles of work as an international manager. Master the basics of intercultural communcation, negotiation and coaching. Know where to find information about different cultures.

### **Structure of the subject:**

## Introduction to intercultural management

1. Definitions and models of culture
2. Intercultural theories I
3. Intercultural theories II
4. Verbal and non-verbal communication
5. Culture shock
6. Intercultural teams
7. Negotiation across cultures
8. Coaching in an intercultural environment I
9. Coaching in an intercultural enviroment II
10. Practice – case studies
11. Practice – case studies

## **Literature**

*Cross Cultural Management*, 3rd edition, [David C. Thomas](https://www.google.cz/search?hl=cs&tbo=p&tbm=bks&q=inauthor:%22David+C.+Thomas%22), [Mark F. Peterson](https://www.google.cz/search?hl=cs&tbo=p&tbm=bks&q=inauthor:%22Mark+F.+Peterson%22), SAGE Publications, 2014.

*Understanding Cross Cultural Management*, 3rd edition, [Marie-Joelle Browaeys](https://www.google.cz/search?hl=cs&tbo=p&tbm=bks&q=inauthor:%22Marie-Joelle+Browaeys%22), [Roger Price](https://www.google.cz/search?hl=cs&tbo=p&tbm=bks&q=inauthor:%22Roger+Price%22), Pearson Education Limited, 2015.

*The Culture Map*, Erin Meyer, Public Affairs, 2014.

## **Teaching methods:**

Lectures. Case studies. Group work, discussion. Video analysis

## **Evaluation methods**

Written test. Group presentation.

**GLOBAL SECURITY THREATS**

**Course form:**

Six teaching blocks of 180 minutes each

**Course Description:**

In this follow-up master's course, students will extend their educational background in the international security issues; they will deepen and update their knowledge of security threats that are constituted in the dynamics of the contemporary global and regional international security situation in relation to the transformation of the existing international order.

The structure of the course reflects the latest discourses and the most up-to-date approaches to security issues in the security studies discipline; the students will develop their knowledge and skills by acquiring theoretical and empirical findings which will allow them to properly distinguish individual security threats. They will be familiar with causes / connections of these threats and typologies and criteria for evaluating these threats.

In addition, the students will be able to define and evaluate specific security situations, and they will understand the existing range of applying security measures and security policies for adverting of international security threats.

**Teaching methods:**

Lectures, reading.

**Course Completion Requirement:**

Final research paper, 5 to 10 pages in length without bibliography and footnotes; the studenta are expected to produce an individual and original work based on a course-related topic; the paper is to be emailed to: zdenek.ludvik@ambis.cz, due May, 27th 2020 by 11:59 p.m. (Central European Time).

**Content of seminars:**

1. Theoretical approaches to security I.: Realism, Liberalism, Constructivism.
2. Theoretical approaches to security II: Critical theory, Feminism, International Political Sociology, Poststructuralism, Postcolonialism.
3. Key concepts of security governance I: Uncertainty, Coercion, Polarity, War, Alliances, International sanctions.
4. Key concepts of security governance II: Peace operations, Responsibility to protect, Postconflict reconstruction, Global security governance.
5. New security threats as contemporary security challenges I.: Energy security, Cyber-security, Outer space.
6. New security threats as contemporary security challenges II.: Terrorism/Counterterrorism, Insurgency/Counterinsurgency, Ethnic conflict and religious violence.
7. New security threats as contemporary security challenges III.: Genocide and crimes against humanity, Environmental security, Migration and security.
8. Global/Regional security challenges I.: China’s rise, Russia's revival.
9. Global/Regional security challenges II.: Korean peninsula tension, The South China Sea tension.
10. Global/Regional security challenges III.: The Israeli-Palestinian conflict, Iran's nuclear proliferation.
11. How and why is international politics transforming in the new millennium?: Will a new international order have threat or security potentials?
12. Concluding remarks

**Literature:**

**Compulsory readings:**

Daniel Stevens – Vaughan-Williams, Nick (2016): Citizens and Security Threats: Issues, Perceptions and Consequences Beyond the National Frame. *British Journal of Political Science*, Vol. 46, No. 1, pp. 149–175.

Hough, Peter (et al.) (2015): *International Security Studies: Theory and Practice*. Abingdon, New York: Routledge.

Raik, Kristi (et al.) (2018): *The Security Strategies of the US, China, Russia and the EU: Living in Different Worlds*. Helsinki: The Finnish Institute of International Affairs.

**Recommended texts:**

Collins, Alan (ed.) (2016): *Contemporary Security Studies*. Oxford: Oxford University Press.

Dannreuther, Roland (2014): *International Security: The Contemporary Agenda*. Cambridge, Malden: Polity Press.

Dunn Cavelty, Myriam – Balzacq, Thierry (2016): *Routledge Handbook of Security Studies*. London, New York: Routledge.

Eichler, Jan (2017): *War, Peace and International Security: From Sarajevo to Crimea*. London: Palgrave Macmillan.

Smith, Michael E. (2017): *International Security: Politics, Policy, Prospects*. London: Palgrave Macmillan.

Williams, Paul D. – McDonald, Matt (eds.) (2018): *Security Studies: An Introduction*. London: Routledge.

**EUROPEAN UNION**

**Evaluation methods:**

A credited written test. Participation in at least 50 % of lectures. Oral presentation (ca. 15 minutes) at the final class.

**Course objectives:**

The course aims to provide an overview of the historical development as well as the current practice of the European Union institutions. First and foremost, the most important selected theoretical approaches to European integration will be discussed in the context of the development of European Community since the 1950s. Consequently, the Union’s contractual structure and an analysis of the EU institutions under the Treaty of Lisbon will be debated. In addition, other components and agencies of the EU institutional structure will be properly explained. In the course students will be provided with an elementary terminology and topics related to the discussion of the current state of the EU. The course enables to understand and grasp the mechanisms of functioning of the Union, its institutional arrangement and basic competencies, as well as their subsidiary relation to the political institutions at the national level.

**Learning outcomes**

After completing the course a student is able to explain the mechanisms and implications of the European integration process, as well as to understand the development and functioning of the main institutions of the Union and to apply in practice the EU citizens’ rights. Furthermore, a student knows the basic sources of primary and secondary EU law and is able to describe the main reason and functioning of the EU decision-making mechanisms and processes.

**Structure of the subject:**

1. European integration and its main agents
2. European integration and its development
3. Legal personality of the Union and supranationality
4. The main EU institutions: an overview
5. European Commission, European Parliament
6. Elections to the European Parliament
7. the European Council, the Council of the European Union and the Council of Europe
8. the Court of Justice of the EU, the European Ombudsman, European Public Prosecutor's Office (EPPO)
9. the Committee of the Regions, the EU advisory bodies and the EU agencies
10. EU policies
11. Future of the EU
12. Students’ presentations & debate

**Literature**

McCormick, John: *Understanding the European Union: A concise introduction*. 7th ed. London: Palgrave, 2017. 978-1-137-60775-1.

CHALMERS, Damian; Anthony ARNULL: *The Oxford handbook of European Union law*. Oxford: Oxford University Press, 2015. ISBN 978-0-19-967264-6.

BARNARD, Catherine; Steve PEERS: *European union law*. 2nd ed. New York, NY: Oxford University Press, 2017. ISBN 978-0-19-878913-0.

JANČIĆ, Davor: *National parliaments after the Lisbon Treaty and the Euro crisis: Resilience or resignation?* Oxford: Oxford University Press, 2017. ISBN 9780192509338.

**MODERN MARKETING APPROACHES**

**Prerequisites Course**

The prerequisite for the study of this subject is a basic knowledge of marketing theory and marketing communication

**Course objectives**

**The course will enable students to acquire and deepen theoretical and practical knowledge of marketing and marketing communication gained in previous studies, to learn about the main trends and the latest changes in theory and practice applied in the 21st century. The aim of the course is also to understand the broader context of changes in society, technology and technologies called Industry 4.0 and their impact on the behavior of companies and their customers. Students will learn about different approaches to marketing understanding of its transformation in terms of historical development, enrich their current knowledge with the latest concepts of marketing mix and the causes of their origin, understand the need for social responsibility and sustainable development of companies and the nature of holistic marketing and causes of changes in consumer behavior. Students should acquire specific knowledge of how to apply some of the new forms of marketing in practice in the digital age and be able to evaluate their benefits.**

**Learning outcomes**

**Students will be able to:**

**to ehavio the current business and marketing environment by applying adequate methods using modern approaches to information discovery and processing (database marketing); understand the essence of a holistic approach as a business concept with an emphasis on relationship, internal and social marketing. They will become acquainted with e-commerce with e-marketing and with the use of tools of communication with customers connected with the use of the Internet or integration of the customer into the process of developing a new product in meeting marketing and business goals.**

**Structure of the subject:**

1. **Main directions of the transformation of marketing theory in the 21st century**
2. **Development of marketing mix concepts, the essence of 4 A and SIVA concepts**
3. **The essence of holistic marketing as a marketing business concept, relationship marketing, internal marketing and other components of the holistic marketing concept**
4. **Modern identification and processing of marketing information. Database marketing.**
5. **Industrial revolution 4.0 and its influence on marketing thinking of companies**
6. **Digital customer**
7. **The essence and possibilities of e-business. Involvement of e-commerce and e-marketing in meeting business goals.**
8. **Marketing communication in the digital age, possibilities of using selected communication tools in company practice**
9. **Use of psycho-technology in marketing; new research methods and techniques (neuromarketing)**
10. **Influence of psychology on the marketing behavior of companies and customers; Emotions and motivation in marketing communication of companies**
11. **Green marketing**
12. **Efficiency measurement in marketing**

**Literature:**

**KARLÍČEK, Miroslav et al. Marketing communication. 2. Current and supplement edition. Prague: Grada, 2016. ISBN 978-80-247-5769-8.**

**PŘIKRYLOVÁ, J. et al. Modern marketing communication. 2. Completely redesigned. Edition. Prague: Grada, 2019. ISBN 978-80-271-0787-2**

**KOTLER, Philip, Keller, Lane Kevin. Marketing management. 14th edition Praha: Grada, 2013. ISBN 978-80-247-4150-5.**

**JANOUCH, Viktor. Internet marketing. Brno: Computer Press, 2014. ISBN 978-80-251-4311-7.**

**STERN, Jim. We measure and optimize marketing on social networks. Transl. by J. Fadrný. Brno: Computer Press, 2011. ISBN 978-80-251-3340-8.**

**FOX, Vanessa. Google’s Age Marketing: Unleash the full potential of online search in your business. Translated by K. Voráček, J. Huf. Brno: Computer Press, 2011. ISBN 978-80-251-3357-6.**

**KOTLER, Philip; CASLIONE, John, A. Chaotics: management and marketing of a company in the era of turbulence. Transl. by T. Juppa. Brno: Computer Press, 2009. ISBN 978-80-251-2599-1.**

**Teaching methods**

**Lectures, discussions with students on the topics covered.**

**Evaluation methods**

**The course is completed by an examination, which is required for full-time study by active participation in solving team projects and their presentations during the semester. The basis for the examination mark will be a knowledge test consisting of 30 questions, 5 of which will be open. The student must achieve at least more than half of the correct answers.**

**The course is completed by an exam, for which it is required to actively participate in solving team tasks and processing individual paper work in the form of an essay on a selected topic in the range of about 6-10 pages and its presentation and defence in the form of discussions with the teacher and students.**

**PRIVATE INTERNATIONAL AND COMMERCIAL LAW**

**Course objectives:**

This course introduces students to Czech private international law, as to the basic concepts and mechanism of this branch of law, and the legislative rules, judicial interpretations issued by Czech Authorities, also some representative judicial cases ruled abroad and in Czech Republic.

As a foundation and survey course, this course covers the entire range of conflict of laws, specifically the main Czech and EU rules of private international law and issues born in the practice. Through this course, students will get all basic knowledge on the Czech private international law, and some impressions on the Czech judicial system, the international commercial arbitration and international commercial law as well.

**Learning goals**

Conflict of laws aspires to provide solutions to disputes that have legal implications involving more than one sovereign. It answers three questions that usually occur in international civil and commercial disputes, namely, jurisdiction, choice of law, and the recognition and enforcement of foreign judgment. Private international law exists because of the existence of separate municipal systems of law, and because of the cross-border civil and commercial activities that bring together elements relating to different countries. In a globalized world, it will be of more importance in international exchanges.

By the end of the semester, successful students will have a firm understanding of the basic conceptions in the field of conflict of laws, the diverse mechanisms and the whole rules of Czech private international law.

**Student evaluation**

Testing and evaluation systém - This course ends by a final examination (held during final exam period). The format of this examination could be a paper prepared by the students, or a written examination based on the lecture.

Weight

Final exam 100%

Total 100 %

**Structure of the subject:**

1. Introduction: Name and definition of private international law; Scope; Sources; Structure of conflict rules
2. Subjects of Private international law: Natural person; Legal person; States, Immunity of states and their property
3. Jurisdiction of Courts in International Civil Litigation: Categories of jurisdiction; Conflict of jurisdiction
4. General part of conflicts law: Characterization; Renvoi; Proof of foreign law; Public order reservation
5. Selected Areas of Conflicts Rules: Capacity
6. Selected Areas of Conflicts Rules: Contract; Torts
7. Selected Areas of Conflicts Rules: Marriage and divorce; Matrimonial Causes; Succession.
8. Recognition and Enforcement of Foreign Judgment: Conditions of Recognition and Enforcement; Procedure of Recognition and Enforcement.
9. Recognition and Enforcement of Arbitral Award: The New York Convention; Domestic rules on the Recognition and Enforcement of Foreign Arbitral Award.
10. International Commercial Law
11. Lex Mercatoria
12. International Sales Law