 

**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**:

* Tourism Background
* Tourism Infrastructure
* Offer in Tourism
* Demand in Tourism
* Factors of Tourism Development
* International Tourism
* Regionalization of Tourism
* 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**

**Structure of the subject:**

Part 1 - An overview of financial Management

* Introduction to Financial Management
* The Dynamic Financial Environment of a Business Entity,

Part 2 - Valuation and the Cost of capital

* Time Value of Money
* Net Present Value, Internal Rate of Return

Part 3 - Capital investment decisions

* Break-even Analysis, Cost and Price Determination and Calculations
* Capital Budgeting Techniques

Part 4 - Capital Structure

* Financial Statements Analysis, financial ratio analysis
* Financial Leverage

Part 5 - Tools for Financial analysis and Planning

* Financial Analysis
* Financial Planning of an Enterprise

Part 6 - Working capital Management

* Working Capital Policy
* Inventory management

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.

**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