 

**List of courses 2020/2021**

**Winter semester**

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| **Name of the subject** | **ECTS** |
| Cyber Security | 6 |
| Financial Management of Companies | 6 |
| Strategic Management of Organizations | 6 |
| European Union | 6 |
| International Law and Security | 6 |

**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

**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 COMPANIES**

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

**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.