

LIST OF COURSES*

Academic year 2021/2022

Winter semester

Subject code	Subject name	ECTS
ERA_FMO	Financial Management of Companies	6
ERA_SMO	Strategic Management of Organizations	6
ERA_EEU	European Union	6
ERA_ISL	International Security Law	6
ERA_CSE	Cyber security	6

Maximum ECTS per semester: 30

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

FINANCIAL MANAGEMENT OF COMPANIES

(ERA_FMO)

Course objectives

Learning Goals The main goal of this course is to develop a foundation of financial management concepts. This will enable the student to understand how corporations make important investment and financing decisions, and how they establish working capital policies. The course also lays a foundation for more complex financial topics that arise in additional elective courses in finance. This course in financial management describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance.

Learning outcomes

The focus of this course is in the area of financial management. We will show students how to interface with accounting and finance departments, help them to understand how firms meet their financial objectives utilizing financial decision-making. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. This course will deal with a number of related topics, including risk management.

Syllabus

Contents: Basic principles of Financial Management

- .The resulting balance of payments in the company.
- .Cost-Profit-Volume or Break-Even Analysis.
- .How to interpret financial reports.
- . Overview of Forecasting Methods, steps in the forecasting process, accuracy and control.
- . Capital is tied up in unproductive inventory Inventory Management.
- . Economics order quantity models.
- . Reorder point methodology and the safety stock level.
- . Shortages and Service
- . Fixed-order-interval (FOI) model.
- . The single-period model (the newsboy problem)
- . Aggregated plan, Master Production Schedule and Lean manufacturing.

Literature

Required literature

Damodaran, Aswath, Corporate Finance Theory a Practice, 2003, John Wiley & Sons Inc, ISBN / EAN 9780471283324 / 9780471283324

Recommended literature

Recommended literature: 1. Kavan, M.: Management Study Guide, ČVUT, Praha, 2006, ISBN 80-01-03444-5. 2. Davis, M.M., Aquilano, N.J., Chase, R.B.: Fundamentals of Operations Management, McGraw-Hill, 1999, ISBN 0-256-225557-5. 3. Blank, L.T., Tarquin,

STRATEGIC MANAGEMENT OF ORGANIZATIONS

ERA_SMO

Course objectives

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.

Learning outcomes

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.

Syllabus

- 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.

Literature

Required literature

- GRANT, R. M. 2013. Contemporary Strategy Analysis. 8th ed. New York: John Wiley & Sons. ISBN 978-1119941897.
- KAPLAN, R.S., NORTON, D.P. 2009. The Execution Premium. Linking Strategy To Operations For Competitive Advantage. Boston: Harvard Business School Press.
- LAFLEY, A. G., MARTIN, L. 2013. Playing To Win. Boston: Harvard Business Review Press. ISBN 978-142218739-5.

Recommended literature

- AAKER, D. A., MCLOGHLIN, D. 2010. Strategic Market Management: Global Perspectives. New York: John Wiley & Sons. ISBN 978-0470689752.
- Periodicals: Database EBSCO, e.g. Harvard Business Review etc.
- KIM, C. W., MAUBORGNE, R. (2005). Blue Ocean Strategy. How To Create Uncontested Market Space And The Competition Irrelevant. Boston: Harvard Business School Press. ISBN 978-1625274496

EUROPEAN UNION

ERA_EEU

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.

Syllabus

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

required literature

MCCORMICK, John. Understanding the European Union: A concise introduction. 7th ed. London: Palgrave, 2017. ISBN 978-1-137-60775-1. [info](#)

recommended literature

BARNARD, Catherine and Steve PEERS. European union law. 2nd ed. New York: Oxford University Press, 2017. ISBN 978-0-19-878913-0. [info](#)

JANČIĆ, Davor. National parliaments after the Lisbon Treaty and the Euro crisis: Resilience or resignation? Oxford: Oxford University Press, 2017. ISBN 978-0-19-250933-8. [info](#)

CHALMERS, Damian and Anthony ARNULL. The Oxford handbook of European Union law. Oxford: Oxford University Press, 2015. ISBN 978-0-19-967264-6. [info](#)

JAKABOVIČOVÁ, Johana and Jarmila HORVÁTHOVÁ. European Institutions. Nitra: Slovenská poľnohospodárska univerzita, 2013. ISBN 978-80-552-1082-7. [info](#)

INTERNATIONAL SECURITY LAW

ERA_ISL

Course objectives

The aim of the course is to gain the knowledge of international legal rules in the domain of international security and the capacity to assess security threats and world events in light of law. Students will get acquainted with rules of international security, both general international norms and specific rules in the domain of sanction policy, use of force, UN protection of international peace and security, regional organizations, responsibility for international wrongful act, space security and cyber security. Students will gain a comprehensive and critical view of world affairs as well as the capacity to apply international legal rules to concrete situations and formulate adequate legal argumentation

Learning outcomes

Students will gain the knowledge:

- of norms of Law of International Security, both general and specific in the domain of sanction policy, use of force, UN protection of international peace and security, regional organizations, responsibility for international wrongful act, space security and cyber security
- of procedural rules of international law allowing efficient interpretation and application of norms of law of International Security

Students will acquire the capacity:

- to apply rules of international security to concrete situations in the world and assess the security risks and crises from the international law perspective
- to assess the legality of individual operations and acts endangering international peace and security
- to offer adequate international legal argumentation and to evaluate critically its legal force and effect

Students will gain the following competence:

- ability to assess world affairs as well as national security and foreign affairs interests from the international law perspective
- legal expertise needed for the holistic viewpoint and the strategic decision-making in practice

Syllabus

Session 1: Introduction & Definition of the Term "Law of International Security"

Session 2: Evolution of the Law of International Security and the Foundations of Contemporary System

Session 3: United Nations Security Council: Primary Responsibility for the Protection of International Peace and Security

Session 4: Diversification of Measures Not Involving the Use of Force

Session 5: "Targeted" Sanctions

Session 6: Authorization by the UN Security Council to Use Force

Session 7: Right of Self-Defense: Tendencies to Extend its Scope

Session 8: Humanitarian Intervention

Session 9: Cybersecurity

Session 10: Space Security

Session 11: Consequences and Remedies for the Violation of the Law of International Security

Session 12: Towards a Global Security System?

Literature

Required literature

SHAW, M.N., *International Law*, 8th ed., Cambridge University Press, Cambridge, 2017, 1033 s.

ORAKHELASHVILI, A., *Collective Security*, Oxford University Press, Oxford, 2011, 382 p.

Recommended literature

ASADA, M. (ed.), *Economic Sanctions in International Law and Practice*, Routledge, Abingdon, Oxon, 2020, 256 p.

DAILLIER, P., PELLET, A., FORTEAU, M., *Droit international public*, 8e éd., L.G.D.J., Paris, 2009, 1722 p.

GRAY, Ch. D., *International Law and the Use of Force*, 4th ed., Oxford University Press, Oxford, 2018, 489 p.

RUYS, T., CORTEN, O., HOFER, A. (eds.), *The Use of Force in International Law: A Case-Based Approach*, Oxford University Press, Oxford, 2018, 948 s.

SUR, S., *International Law, Power, Security and Justice: Essays on International Law and Relations*, Hart, Oxford, 2010, 535 p.

WHITE, N. D. (ed.), *Collective Security Law*, Ashgate/Dartmouth, Aldershot, 2003, 589 s.

CYBER SECURITY

ERA_CSE

Course objectives

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.

Learning outcomes

Students will be able to:

- describe the basic principles of computer systems, information networks and services;
- identify and describe the basic types of cyber attacks;
- understand the system of law related to the issue of cyber security;
- apply basic security principles to increase security levels of computer systems, information networks and services.

Syllabus

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

Literature

required literature

- BARLOW, Perry, John. A Declaration of the Independence of Cyberspace. [online]. [cit.23.9.2014]. Dostupné z: <https://www.eff.org/cyberspace-independence> . Český zdroj: <http://www.piratskelisty.cz/clanek-1476-deklarace-nezavislosti-kyberprostoru>
- LESSIG, Lawrence. Code v. 2. str. 6 Dostupný v plném znění (Angl.) [online]. [cit.13.3.2008]. Dostupné z: <http://pdf.codev2.cc/Lessig-Codev2.pdf>
- KOLOUCH, Jan. CyberCrime. [online]. Praha: CZ.NIC, 2016. [cit. 31.12. 2016]. ISBN 978-80-88168-18-8. Dostupné z: <https://knihy.nic.cz/files/edice/cybercrime.pdf>

KOLOUCH, Jan, Pavel BAŠTA, Andrea KROPÁČOVÁ and Martin KUNC. CyberSecurity. Praha: CZ.NIC, z. s. p. o., 2019. 562 pp. 1. vydání. ISBN 978-80-88168-31-7. URL info

recommended literature

- CASEY, Eoghan. Digital Evidence and Computer Crime: Forensic Science, Computers, and the Internet, Second Edition. London: Academic Press, 2004. ISBN 0-12-163104-4
- MITNICK, Kevin D. a William L. SIMON. Ghost in the wires: my adventures as the world's most wanted hacker. New York: Little, Brown & Co, 2012. ISBN 9780316037723.

- KOLOUCH, Jan a Andrea KROPÁČOVÁ. Liability for Own Device and Data and Applications Stored therein. In: Advances in Information Science and Applications Volume I: Proceedings of the 18th International Conference on Computers (part of CSCC '14). [B.m.],
- HOLT, Thomas, Adam BOSSLER a Kathryn SEIGFRIED-SPELLAR. Cybercrime and digital forensics:an introduction. First published. London: Routledge, 2015. ISBN 978-1-138-0229-7.
- PROSISE, Chris a Kevin MANDIVA. Incident response & komputer forensic, second edition. Emeryville : McGraw-Hill, 2003. ISBN 0-07-222696-X.
- MITNICK, Kevin D. The art of intrusion: the real stories behind the exploits of hackers, intruders & deceivers. Indianapolis: Wiley, c2006. ISBN 0-471-78266-1.